

Mindy Ramirez

New York-based UX designer creating inclusive experiences through research and design.

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In [@mindyramirez](#)

EXPERIENCE

Google - UX Designer

SEPTEMBER 2023 - PRESENT

- Collaborated closely with 6 cross-functional teams (developers, designers, UX leads, product managers) to define user models and interfaces for Google products
- Implemented UX strategies to enhance usability and accessibility within color & design systems
- Created over 40 interactive prototypes and conducted usability testing to gather user feedback for continuous improvement
- Maintained brand consistency across all digital touchpoints, adhering to Google's brand guidelines by utilizing the Google design system
- Communicated user experience effectively throughout the design process, delivering over 200 screens and mockups within Figma, and presenting findings to team members, product managers, and other stakeholders in various presentations
- Utilized industry-standard design tools (Figma) to create visually appealing and user-friendly designs
- Led the redesign of Accessibility, Customization & Personalization features at Netflix, enhancing user experience through iterative design and usability testing.
- Conducted in-depth user research, including user interviews, affinity mapping, and journey mapping, to understand user needs and pain points, aligning stakeholders with design peers.
- Facilitated user research and created audience personas, identifying key user traits and demands to inform design decisions.
- Performed comprehensive audience and competitive analysis to gain a deep understanding of target audience needs and preferences.
- Designed and tested multiple user flows, iterating on visual elements such as icons, buttons, and font styles to optimize the user interface.

East Harlem Tutorial Program - Post-Secondary Access Manager

MAY 2022 - SEPTEMBER 2023

- Gathered and analyzed data on scholar's post-secondary goals, interests, and challenges.
- Updated scholar profiles regularly with key milestones, including applications, financial aid, and admissions decisions.
- Guided scholars in building a balanced list of post-secondary options (colleges, vocational programs) through personalized feedback.
- Designed and delivered clear, concise information about the college application process and deadlines to scholars and mentors.
- Designed and maintained scholar profiles with key milestones, including applications, financial aid, and admissions decisions

SKILLS

Design

UX research · User interviews · UX · Affinity Mapping · Competitive Analysis · Site Mapping · User Personas · User Flows · Wireframing · Prototyping · User Journey · A/B testing · Information Architecture · UI/Interaction Design · UX Writing · UX Visual Design · Data Analysis · Usability testing · Web Design · Cross Collaboration

Software

Figma · Wix Studio

EDUCATION

Google UX Design Professional Certification - APRIL 2024

Google AI Essentials Certification - MAY 2024

Game Design: Art and Concepts Specialization - MAY 2024
The California Institute of the Arts

John Jay College of Criminal Justice M.A. in Criminal Justice, Certified in Terrorism & Crime Scene Investigation

The City College of New York
B.A. in International Studies

LANGUAGES

English (Native)
Spanish (Fluent)

