Osvaldo Ramos · *Product Designer*

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Experience

Product Designer · *Independent*   *April 2025 – Present*

- Led end-to-end design for multiple initiatives, defining MVP scopes and visual architectures for mobile-first D2C e-commerce systems and wellness-tech concepts.
- Engineered scalable Design Language Systems (DLS) to support rapid iteration, optimizing for conversion through "Thumb-First" heuristics and reduced cognitive load.
- Bridged the gap between design and engineering by building functional frontend prototypes using HTML5 and CSS3to validate technical feasibility.
- Translated abstract strategic requirements into high-fidelity UI, conducting market research to ensure visual decisions were grounded in user data.

UX/UI Designer · *Ministry of Public Education | USICAMM*   *May 2024 – April 2025*

- Redesigned the national career portal serving 300,000+ educators, modernizing a legacy system to improve stability during high-traffic application windows.
- Reduced support tickets by implementing a "State-Based" UI architecture that provided clear status feedback, preventing common user errors before submission.
- Ensured equitable access by auditing the interface to meet WCAG 2.1 accessibility standards, optimizing performance for low-bandwidth rural connections.
- Collaborated with engineering teams to translate complex policy requirements into intuitive, responsive user flows, bridging the gap between bureaucracy and usability.

Brand Designer · *Independent*   *August 2023 – May 2024*

- Developed scalable visual identity systems, translating abstract strategic positioning into cohesive frameworks that prioritized usability and consistency.
- Created comprehensive brand guidelines to standardize visual assets across digital and print touchpoints, ensuring long-term brand integrity.

Graphic Designer · *UNAM*   *September 2022 – August 2023*

- Designed structured digital layouts within multidisciplinary teams, balancing creative direction with strict accessibility guidelines and production constraints.
- Managed the production of consistent visual assets for institutional campaigns, maintaining high-quality standards under tight deadlines.

Education

Bachelor's Degree in Design and Visual Communication · *UNAM*   *December 2024*

Certifications

Product Design & UX/UI Fundamentals · *Microsoft*   *January 2026*

Front-End Web Development Bootcamp · *The App Brewery*   *June 2023*

Web Design & Development Diploma · *UNAM | REDEC*   *April 2023*

Skills

Design · *Product Thinking* · *Design Systems* · *User Research* · *Data-Driven Iterations* · *Prototypes*

Development · *HTML* · *CSS* · *Javascript* · *Responsive Websites* · *Developer Handoff* · *Accesibility*

Tools · *Figma* · *FigJam* · *Google Analytics* · *Hotjar* · *Notion* · *Shopify* · *Adobe Suite*