

# ELSMA RAMIREZ

Product Designer | leslongui@gmail.com | (510)990-4047 | lesketches.com

## EDUCATION

### Digital communication and Media

General Assembly, San Francisco, 2018

### Master Degree Research, Media & Information Design

Luca School of Arts, Belgium, 2016 - 2017

### Post grade UX Design, Front-end

Palermo University,  
Argentina, 2012 - 2013

### Bachelor's Degree in Graphic Design

Jorge Tadeo Lozano University,  
Colombia, 2007 - 2012

## WORK EXPERIENCE

### Credit Karma

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2017 - Present - San Francisco, U.S

#### Visual/UI Designer, Creative strategy

- Lead designer of Credit Karma Tax during the tax season 2017-2018, where we solved complex problems with simple and meaningful design solutions that impacted the 80M+ members. This tool was designed to provide a better and fair service to the U.S community when they have to fill their taxes every year.
- Manage and coordinate integrated campaigns and product development of two of the most important verticals of Credit Karma (Credit cards and Tax).

### LemurApp - JES

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2016 - 2017 - Brussels, Belgium

#### Lead Product Designer -B2C

- Research, lead design strategically and prototype user experiences.
- Moderated usability testing and interviews with users and community.
- Usability testing, data analysis and persona creation.
- Strategy for product features, art direction, content categories.

### Modify Industries

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2015 - 2016 - San Francisco, United States

#### Product Designer - B2C

- Lead consistent and creative content and strategy design for the platform.
- Coordinate the design system creation and launch collections for 1000+ partners including original content development, photography, social and email campaigns.

### Q-antica Ltda

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2014 - 2015 - Bogotá, Colombia

#### Lead Product Designer

- Create a Coordinator of the upcoming products and strategy developer for new digital platforms.
- Manage the 3D mock ups for launching new mobile devices.

### GrinBalb Foreign Trade Center

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2012 - 2013 - Buenos Aires, Argentina

#### Web Designer

- Lead creative concepting and strategy development.
- Create and content and design trends to align it with different user cases.