

ELSMA RAMIREZ

Sr. Product Designer

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San Francisco, CA

COMPETENCY

Design systems

Product desing

Interaction design

Rapid prototyping

Illustration

User research

GRAPHIC

Figma

Sketch

Adobe Suite

Invision

Origami

Abstract

LANGUAGES

English

Spanish

French

EDUCATION

Digital media and analytics

General Assembly | San Francisco, CA | 2018

Master's Degree, Digital Media and Information Design

Luca School of Arts | Brussels, Belgium | 2016-2017

Associate's Degree UX Design, Front-end

Palermo University | Buenos Aires, Argentina | 2012-2013

Bachelor's Degree in Communication Design

Jorge Tadeo Lozano University | Bogota, Colombia | 2007-2012

EXPERIENCE

SoFi Credit Card - Lead Senior Designer

234 1st Street, San Francisco, CA 94105 | AUG 2019 -Present

- Contributing for the future personal finance as Lead designer for the *SoFi Credit Card* product. I work broadly across early areas of concept development, user-testing, detailed product design and visual. I contributed to the design system and collaborate into the launch strategy and user research. Reporting directly to the VP of Product & Design, *Scott Hines*.

Credit Karma - Product Designer III

760 Market Street, San Francisco, CA 94102 | 08/17 - 08/16/19

- Noddle UK design integration for the international expansion, joining more than 4M members to Credit Karma, which currently serves more than 85+M members in the U.S. and Canada.
- Lead designer of Credit Karma I Tax during the tax season of 2017-2018. Aiming to automated and improve the process of filing taxes in the U.S., impacting 1.6M users.

LemurApp JES - Product Designer

Rue des Ateliers 3, 1080 Brussels, Belgium | 10/16 - 06/20/17

- Conducted user interviews, defined user personas, developed low/mid-fidelity wireframes and facilitated usability testing to deliver final product designs. Delivered high-fidelity mockups, InVision prototypes, style guides, and UI kits to product leaders and engineering teams for following phases.

Modify Watches - Product Designer

650 N King Rd, San Jose, CA 95133 | 10/15/15 - 06/10/16

- Design a Modify Watch Customizer, called *Design Lab*. An interactive app, easy to use to create customized watches on demand. This feature on web reported 30% of the e-commerce revenue. The app increased sales on custom watches of 35%. Which brought a significant revenue lift.

Q-antica LTDA - Product Designer

Calle 90 No. 18 - 53 Of. 102, Bogota, Colombia | 08/13 - 01/14

- Improving the e-commerce experience by creating 3D Interactive simulators of real devices to generate the closest look and feel of the upcoming technologies aligning with the user expectations and needs. Allowing the user to compare models in real time and to buy with more certainty. Clients: *Claro Colombia, Apple, Samsung, Huawei and Nokia*.