

Camilo Ramirez

UX/PRODUCT DESIGNER

I am a seasoned professional with over a decade of experience in advertising, marketing, e-commerce, and customer service.

Throughout my career, I have been dedicated to crafting impactful customer experiences. My passion for problem-solving highlights my commitment to creating customer experiences that prioritise empathy at their core.

Contact

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Education

Figma Masterclass Course

The Designership
October 2022

UX Design Flex Immersive Course

General Assembly | Australia
Aug 2021 – Feb 2022

Masters in Marketing

University of Sydney | Australia
Jul 2014 – Oct 2016

Advanced Diploma in Business

Australian Pacific College | Australia
Aug 2006 – Aug 2008

Bachelor Degree in Advertising

Universidad Pontificia Bolivariana | Colombia
Feb 1993 – Nov 1997

Professional Experience

ZAKKI | UX Designer | Contract (04.23 | Present)

Designing a platform that provides support and a voice to people that have suffered any kind of sexual misconduct.

- Reviewing all the changes in the prototypes and overseeing the modifications to align them according to users' needs and the design system.
- Conducting usability tests for the MVP and the different features designed for the product.
- Conducting research for upcoming features to be implemented within the product.

Achievements:

- Re-designed and tested a prototype for the MVP solution using Figma.
- Conducted research to understand how to approach a feature related to donations.
- Reviewed the design of different product features to ensure alignment in their UI and communication tone.

Ankor | UX Researcher & QA Coordinator (03.23 | 01.24)

Ankor's flagship product, "Trips," aids yacht brokers in showcasing diverse global yacht experiences through lean, continuous enhancements. Additionally, three complementary products (YachtNoter, Commodore, and Radar) have been designed to enhance services in the luxury travel industry.

- Reviewed and validated all platform feature requests, from problem elicitation to solution design and delivery.
- Conducted user interviews, documenting and presenting research findings to cross-functional stakeholders.
- Defined user personas, user journeys, and prototypes for all Ankor's products and their iterations.

Achievements:

- Implemented UX documentation methodologies, including user journey mapping, value proposition canvas, and prototyping, to establish key desirable outcomes for users across Ankor's platforms.
- Successfully identified and addressed all bugs in Trips, facilitating the alignment of UX quality enhancement with key desirable outcomes.
- Designed low, medium, and high-fidelity prototypes of Ankor's products, guided by user needs and aligned with business objectives.

Brighte | UX Designer | Contract (11.21 | 02.22)

The challenge was to simplify the loan application process, improving the self-serve usage and increasing the rate of return customers, to use Brighte's financial solutions.

- Conducted a competitive and comparative research to gain a better understanding of the market and the business model.
- Led the ideation process that helped us to define the MVP.
- Led a desktop research to validate the MVP.

Achievements:

- Developed a customer journey map that informed prioritisation of activities for Brighte and consequently the improvement of the customers retention strategy.
- Enhanced user archetypes for future iterations of the Brighte's App.
- Project deliverables have guided Brighte to identify and prioritise next actions.

Vita | UX Researcher | Contract (08.21 | 10.21)

Created a platform where the company would be able to scale the business and offer its services to more people who want to improve their health and lifestyle.

- Conducted a market analysis to identify Vita's competitors and define the product.
- Led user interviews and designed a survey to gain a deeper understanding of customers' needs and pain points.
- Developed archetypes to support the customer journey map and ideation process.

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Skills

Adobe Creative Suite
Sketching
Figma
Wireframing
Usability Testing
Prototyping
User Research
Persona Development
Maze
Asana
Product Fruits

Achievements:

- Developed a strategy to create a new channel that enabled Vita to scale the business.
- Successfully pivoted the research process from individual users to industry professionals which helped uncover insights to develop the personas.
- Built an MVP that helped the company to address key complex pain points: Progression and motivation.

Brand Representative and CX Strategy

Spectrum Brands | June 2019 - February 2023

Spectrum Brands focuses on delivering innovative products (Remington, Russell Hobbs and George Foreman) for consumers to use in and around the home.

- B2B management to maintain and strengthen relationships.
- Conducted customer and market research.
- Developed the service blueprint and managed further iterations to improve service delivered.

Achievements:

- Increased sales by 20% across the north west region of NSW.
- Generated B2B revenue of \$1.350.000 during the last year.
- Led the strategy development to improve customer service efficiency and forecasting production.

E-Commerce Specialist

SSS Sydney Salon Supplies | March 2009 – May 2019

Online supplier of haircare and beauty products, offering industry-leading brands to both consumers and professionals.

- Led marketing strategy development to drive customer engagement and brand awareness.
- Conducted research to identify customers' pain points and needs to improve the user experience across the different platforms.
- Built and managed the eBay store, the main platform for the company.

Achievements:

- Led the redesigns of the company website.
- Led the customer experience strategy that helped to maintain customer retention rate between 75% and 83% over the last three-years period.
- Led the company to become top 5 retailer and the first one in the personal care category on eBay Australia between 2012/14.

Founder & Creative Director

CRA Camilo Ramirez Advertising | March 2002 – 2006

Founded an advertising agency specialising in brand strategy, helping companies to showcase their identity and make an impact in the market.

- Project lead and client lead across campaign briefs, insights and strategy.
- Agency lead for campaign creative development and production execution.
- Delivered presentations and managed relationships with internal and external stakeholders to increase engagement.

Achievements:

- Brought on board 4 more subsidiaries from the same conglomerate to create successful campaigns that helped with brand consolidation.
- Delivered award winning brand strategies to be implemented in the merging of 3 leading companies in the finance sector.

Creative Director

ANUNOP Ltd. | March 1998 – March 2002

Advertising agency that specialised in point of sale and customer experience.

- Conducted competitive and customer research.
- Led the design department in the development of the different campaigns.
- Delivered campaign presentations to internal stakeholders and clients.

Achievements:

- Improved the design thinking process and development of the campaigns which helped to increase the clients base by 300%.