JUAN JOSE RAMIREZ
UX DESIGNER & PRODUCT PROFESSIONAL

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Innovation-driven UX Designer & Product Professional with extensive international experience and education in all facets and elements of product design cycle from research, discovery and definition, to implementation and success evaluation.

EDUCATION

Master of Entertainment Technology
Carnegie Mellon University, 2015

Bachelor of Business Administration
Colegio de Estudios Superios de Administracion, 2012

Rapid Assesment Program
Connect San Diego, 2012

Advanced Certificate Affiliate Marketing
University of San Francisco, 2010

PRINCIPLES & PRACTICES

Product Strategy and Roadmapping, Fast Prototyping, Wireframing, User Experience Design, Usability Research, User Testing, Multi-Variate Testing, Web/App Metrics Analysis, Human-Computer Interaction, Object-Oriented Programming, Functional Programming, Market Research, Customer Focus Research, User Acquisition, Growth Analysis, Business Model Generation and Analysis, Startup Financials.

TECHNOLOGY

HTML & CSS, Python, Javascript (jQuery, Node.js), SQL, Sketch, Adobe Photoshop, Axure, Invision, Mixpanel.

AWARDS

2014 Indiecade Official Selection Finalist - The Last Egg

2011 Andi Entrepreneurship Award - Usuallee App

LANGUAGES

Spanish (Native)
English (Fluent)

SELECTED CAREER HIGHLIGHTS

Procore Technologies, Inc. | Santa Barbara, CA
Mobile UX Designer, Jun 2015-Present
Lead the design innitiatives and development of all three major mobile platforms (iOS, Android and UWP-Windows). • Designed and shipped several interactions that reduced task completion times for thousands of mobile users. • Designed major mobile features (construction progress camera, drawings toolbar, mobile filters) that proved fundamental in the growth of our mobile audience, as well as an increase of closed deals driven by Procore's Mobile offering. • Worked directly with 35 mobile engineers.

Bogglo, Inc. | New York, NY
Lead Product Manager, Jun 2015-Present
Lead all the product initiatives and product development in Bogglo, a platform (iOS, Android) that allows NYC millennials to buy and sell in seconds. Bogglo brokers the transaction to guarantee that the buyer gets the actual product and the seller gets paid in full. • Manage the development and releases for iOS and Android apps. • Created and executed product strategies to support the growth of the user base resulting in a constant increase of over 150% in the main product KPIs.
• Developed a product framework that increased speed and fluidness of the roadmap and feedback-iteration process, resulting in a solid increase of 110% more solved issues and implemented features.

Carnegie Mellon University | Pittsburgh, PA
UX Designer, 2014 - 2015
Client: Allegheny Health Network.
In joint with AHN, create an app for Allegheny General Hospital to educate people who have been diagnosed with congestive heart failure. The app teaches them about their condition, the implications of their condition and the treatment which consists of medication, diet and activity.
• Created main UX experience and UX flow of the iPad app • Create prototypes and conduct user testing with patients • Create design documentation to make informed iterations
• Design different interactions to optimize content and narrative.

Client: Chevron and Elizabeth Forward School District.
In joint with EFSD and Chevron, conceptualized and developed an interactive renewable energy lab, with a final deliverable that consisted of an interactive touch dome and educational iPad app.
• Created age-appropriate ux experience through content and narrative development
• Created and shipped a 48 inch touch screen interactive dome, a game for the dome, and a companion educational app.

Contactive | New York, NY
Product Manager, 2014

Contactive is a startup (acquired by ThinkingPhones), that is working in a sales productivity platform to enhance customer interactions. Contactive also operates CalleID. The leading Android caller identifcation solution with more than 1 million downloads.
• Developed API product • Created a pricing model for the product • Grew the develope API user base from 5 to 200+ through the implementation of a successful growth plan and promotion strategy • Worked directly with 2 UI designers and 2 engineers.

Usualle | Bogota, COL
Co-Founder & Head of Product, 2011-2013

Usuallee is a startup that created a visual feedback platform that mashed-up the traditional Q&A format with video. It raised $200k in seed capital and later spinned off into Mobijob, a profitable micro-job marketplace for the latin market.
• Developed the concept, user experience, specifications (e.g. Wireframes, mockups) and business logic of the Usuallee prototype, an app which creatively connects community and encourages shared problem resolution through visual feedback • Conducted 6 months of UX/UI research to inform iterations.
• Designed a financial strategy to raise $20k using convertible notes • Supported operational strategy and requirements to raise $200k in seed money and created a strategy to acquire the first 100 beta testers.

Casa Editorial El Tiempo | Bogota, COL
Product Manager, 2011-2012

Casa Editorial El Tiempo is a media conglomerate that operates EL TIEMPO and ELTIEMPO.COM, the most widely read newspaper and most visited news website in Colombia.
• Executed all product-related tasks (e.g. Pipeline, Product Requirements) for ELTIEMPO.COM •
Conducted UX/UI research (e.g. Heuristics evaluation, contextual inquiry) for web/mobile features. •
Managed the blogs' sub-product serving 300+ bloggers and launched several features for that community.

Freelance | Remote
Frontend Developer and Digital Strategist, 2010-2011