

# Robert Ramsey



UX Architect / Web Designer

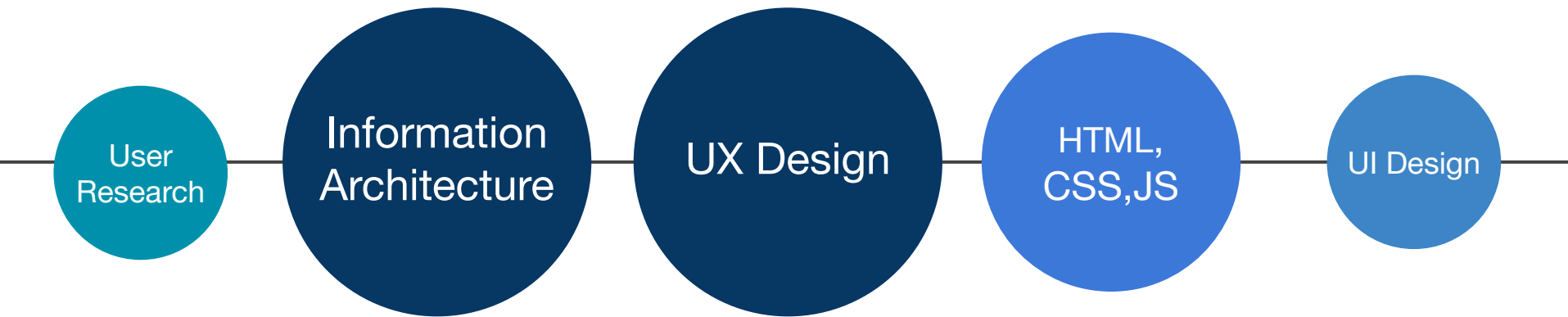
# About me



Hi, I'm Robert. I'm a full-stack designer with expertise in UX architecture, content strategy, and the finer points of human interaction on the web. I am passionate about understanding the needs of the people that digital products are built for.

I have over 20 years of experience designing digital products, with a focus on UX/UI for web-based software products. My work includes designing for mobile, enterprise, and social media integration.

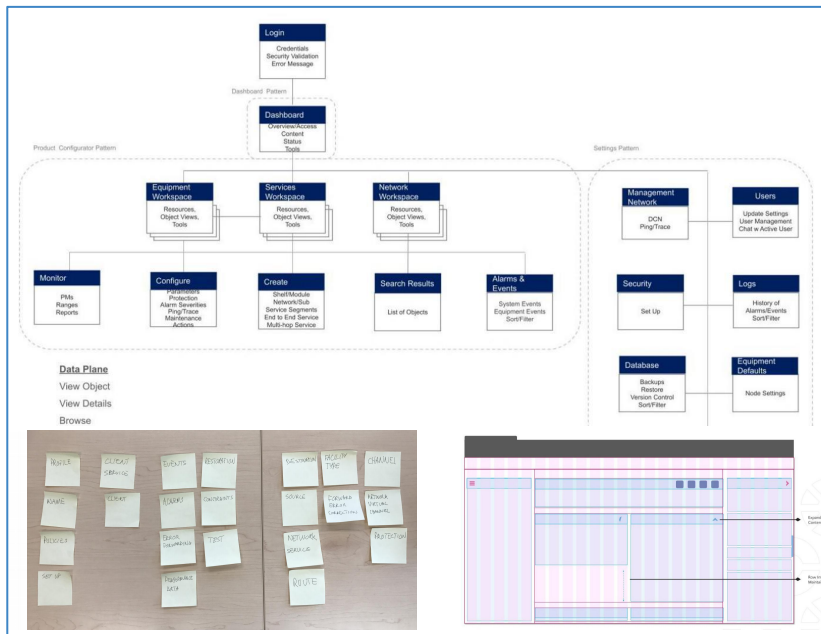
# Skills & expertise



- Design Thinking and Innovation
- Design Systems and Visual Thinking
- Networks and Telecommunications

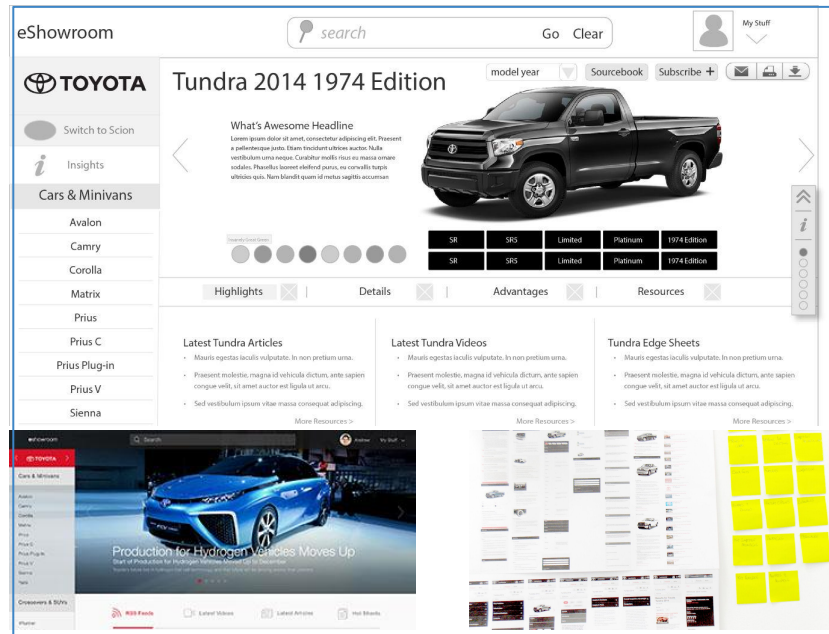
- Project Management
- Content Strategy and Production
- DevOps, Agile, and SCRUM

# Case Studies [click to view](#)



## ADVA Optical Networking

Responsive Product Configurator



## Toyota Eshowroom

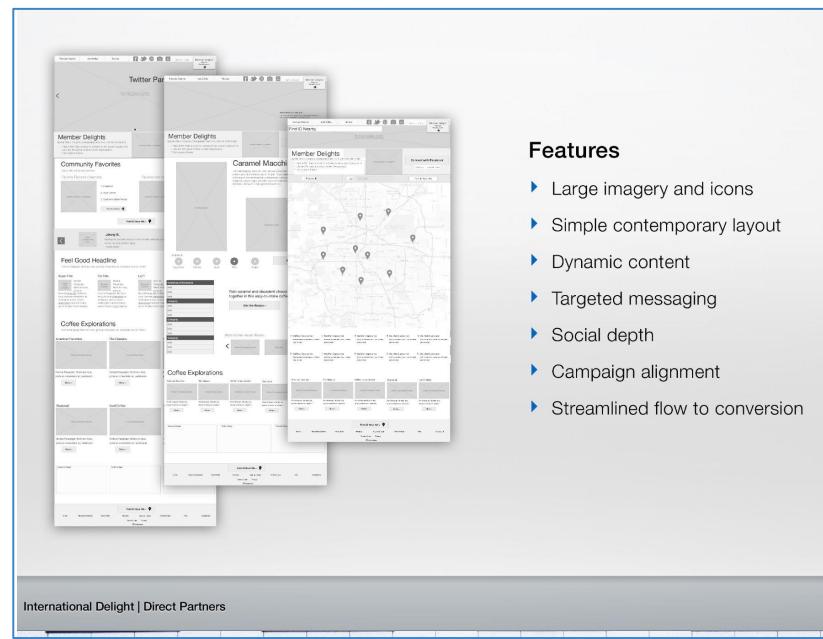
Dealer Sales Tool

# Case Studies [click to view](#)



## Walmart Soundcheck

Microsite Redesign



### Features

- ▶ Large imagery and icons
- ▶ Simple contemporary layout
- ▶ Dynamic content
- ▶ Targeted messaging
- ▶ Social depth
- ▶ Campaign alignment
- ▶ Streamlined flow to conversion

## International Delight

Responsive Consumer Brand Website

# Thank You

**Robert Ramsey**

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<https://britefish.github.io/portfolio/>