

# ADRIAN RAMIREZ

UX Designer &  
Researcher

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<http://aar026.github.io/portfolio>

## Education

University of California  
San Diego

B.S. in Cognitive Science  
specializing in human  
computer interaction  
(HCI)

## Skills

Conceptual Modeling  
Competitive Analysis  
Ethnography Research  
Interaction Design  
Human Centered Design  
Field Observations  
Prototyping  
Persona Creation  
Storyboarding  
Statistical Analysis  
Usability Workflows  
Usability Testing  
User Interviews  
User Research  
Wireframing

## Tools

Axure  
Balsamiq  
Illustrator  
InVision  
Figma  
Photoshop  
Sketch  
C++  
CSS  
Java  
Javascript  
HTML  
Excel

## Experience

### Scientific Research Associate

UCSD Design Lab  
11/18 | 03/19

- Lead researcher on a collaborative project between Hyundai Motor Company and The Design Lab at UCSD for autonomous vehicles
- Collected and synthesized 125 hours of user interviews and observations in the greater San Diego region
- Supervised and guided 30 interdisciplinary undergraduates through the user centered design process
- Prototyped the interior of an autonomous vehicle and conducted user testing

### Design Consultant Self-Employed

06/18 | Present

- Improved small business products and services through the application of UX process to innovate creative solutions and improve customer experience
- Increased web traffic to a service business by 112% through application of UI principles

### Teaching Assistant Interaction Design Startup Studio

12/17 | 03/18

- Supported Doctor Steven Dow's instruction of the Interaction Startup Design Studio course
- Guided students through the user centered design process to develop a viable startup

### Team lead, UX Designer OilGo

03/16 | 06/16

- Won first place at Startup Competition
- Collaborated with team to invent a novel startup that provided mobile car maintenance to users
- Created mobile wireframes, conducted user research, and performed service enactments as a form of usability testing

### Team lead, UX Designer ReMac

03/18 | 06/18

- Increased attendance at UCSD athletic events by 23% through the application of human centered design
- Lead other designers through brainstorming, persona creation, and prototyping
- Maintained constant communication with stakeholders to ensure solution was viable