

references

JP Ramirez
Group Design
Manager, Brand
at Intuit

jp@jpramirez.net

Sumreen Rattan
Co-founder &
COO at Moment
Energy

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Ron Wakkary
Professor, Simon
Fraser University

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education

Simon Fraser University
School of Interactive Art
& Technology (**SIAT**)
expected graduation:
April 2023.

university
involvement

President of the
SFU Design Club,
a space for
students to share
extra curricular
design activities.

impact

Created visual &
content design for
slide decks presented
at national pitch
competitions,
**securing \$200,000 in
investments.**

**Facilitated design
learning & crit
sessions** for up to 40
students at a time as
president of SIAT
Design Club.

personal
interests

Fashion, sewing &
fabricating, graphic
design & printmaking,
skateboarding &
videography, digital
art & storytelling.

proficiencies

Digital Prototyping
Graphic Design
Usability Testing
User Experience
User Interface Design
Project Management
User Research
Motion Design

workflow

Sprinting
Copywriting
User Research
Project Management

technical

Sketch
Figma
Principle
Adobe Illustrator
HTML / CSS
Adobe Photoshop

other work
experience

Kumon Math Instructor

Panago Customer
Service Representative

**Sugar Mountain
Catering** Photographer

**Fostering Debate
Talent Academy**
Debate Tournament
Judge

design work experience

In Search Of *December - Ongoing 2022*

Product design & branding contracting

At ISO I created a brand, logo, and website for a
curated & educational library of resources. I began
with user research, creating questionnaires to bring
personas to life and determine journey frameworks.
I iterated on logos and moodboards toward a
cohesive brand that I could apply when designing
our web and mobile experience

Moment Energy *April - August 2021*

Product design & brand refresh 4 month Internship

Responsible for a brand refresh and website launch as
the sole designer at a clean tech start-up. Developed
design standards to ensure the new brand could be
consistently applied in any outward expression.
Facilitated design sprint activities with company
founders on brand strategy to create language that
communicates their mission, vision, and positioning.

Arc'teryx *January - April 2020*

Student Collaboration; UX Researcher & Designer

Designed packaging and products that convey
product education while working within the Arc'teryx
brand guidelines. Conducted on-site ethnography, and
user research into customer relationships with Arc'teryx
product care. Facilitated remote co-design workshops
and design sprint exercises with Arc'teryx personnel.