

## Contact

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(Other)

## Top Skills

Brand Strategy  
Image Design  
Strategic Communications

## Languages

Spanish (Native or Bilingual)  
English (Professional Working)

# Oriana Ramirez

Visual Designer & Communications Specialist  
Toronto, Ontario, Canada

## Summary

I've been exploring different areas during +10 years of work experience. Since I started my career, I've navigated the effects that image and communication have on technology. I'm passionate about helping companies to grow and being part of its creative processes. I find fulfillment in being involved in the development and maintenance of projects, products and apps that innovate and make a difference in the market.

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## Experience

### Orion The Creative Lab

Visual Designer  
December 2023 - Present (8 months)

My objective is to meet the unique communication and branding needs of clients globally. By understanding their vision, I translate intentions into clear messages, compelling imagery, and strategic initiatives.

### Imagine Apps

UX/UI Designer  
August 2023 - November 2023 (4 months)  
Colombia

Designing visually appealing and user-friendly app interfaces that align with brand identity and user preferences.

Creating wireframes to plan web page and apps layouts effectively.

Ensuring designs are pixel-perfect for seamless performance across different devices.

Developing interactive prototypes to refine design concepts.

Prioritizing accessibility for users with disabilities.

Contributing to project planning and defining design milestones.

Collaborating with cross-functional teams, including developers and product managers.

Maintaining design documentation and style guides for consistency.

Providing guidance and support to team members for successful project outcomes.

## Flora DS

### Designer

May 2018 - July 2023 (5 years 3 months)

Branding for companies and projects.

UX Design for blockchain apps and projects.

Branding guidelines and ideal uses.

Design of image and moodboard.

Definition of color palette, typographies, icons.

Logo design with its applications.

Brand discovery activities and workshops.

Content creation.

## ADALOVE

2 years 9 months

### Communications and Development Manager

August 2019 - September 2021 (2 years 2 months)

Buenos Aires, Argentina

Brand identity design for apps and services of the startup.

Branding Manual or Design System building with fonts, colors and uses.

Research and brainstorming of UX trends.

Design of Communication plans and graphic pieces for internal and external clients.

Overview and analysis of clients or projects's requirements.

Design of corporate and commercial presentations.

Prospect management with comercial support.

Organization of internal and commercial events.

Participation in the constitution of a Human Development area and its IC flow.

### Head of Change Management

January 2019 - August 2019 (8 months)

Buenos Aires, Argentina

Integrated Strategy Development. Communication Deployment, Training, and Change Reinforcement. Monitoring team evolution and managing proposed reinforcement activities after results analysis for client: Seguros Hipotecario.

Change Management in the transition from Interaxa to Adalove.

### Axonier Consultores

3 years 1 month

#### Sr. Change Management Consultant

August 2018 - January 2019 (6 months)

Buenos Aires, Argentina

Account: YPF

Assessment for the impacted audience in Project Y-DOC. Development and management of Communication Strategy and Plan. Project Image Design and communication pieces. Communication delivery tailored to involved audiences. Training Material Design. Design and maintenance of the Project website on YPF's internal platform.

#### Sr. Change Management Consultant

July 2018 - November 2018 (5 months)

Buenos Aires, Argentina

Account: Pampa Energía

Implementation of SAP Ariba across the entire company. Impact on 1500 users. Development of Communication, Training, Stakeholder Management, Support, and Change Sustainability strategies based on Prosci's ADKAR methodology.

Management of support and logistics before, during, and after implementation. Direct relationship with teams, users, and vendor management. Creation and distribution of Communications. Execution of training material in ActivePresenter and Adobe Premiere, capturing shared use cases by the technical team.

#### Sr. Change Management Consultant

April 2018 - July 2018 (4 months)

Buenos Aires, Argentina

Account: TENARIS, Techint Group

Communication Strategy deployment for the implementation of Concur Travel & Expenses in the USA, Argentina, and Uruguay. Audiences analysis and segmentation. Design of communication pieces and training material.

#### Ssr. Change Management Consultant

April 2016 - June 2018 (2 years 3 months)

Buenos Aires, Argentina

Account: ARCOR

- OTM Project in Argentina and Brazil
- Antares Project in Chile, Peru, Mexico, Andean Region, Spain, and the USA

Development of Change Management strategies following the ADKAR methodology in both Oracle ERP implementation projects.

Situational assessment alongside stakeholders in Argentina and the various mentioned locations.

Communication Plan design and deployment, emphasizing the cultural specificities of each Arcor Group site.

Development of training materials, assistance, and support during training sessions. Design of satisfaction and learning surveys post-trainings, analysis, and results processing.

Design, creation, and distribution of communication pieces according to the established plan and aimed at segmented audiences.

Travel to some impacted sites to manage organizational climate and provide on-site support.

Event logistics, merchandising, and catering.

Development and presentation of corporate proposals to the company's board of directors.

Jr. Change Management Consultant

January 2016 - March 2016 (3 months)

Buenos Aires, Argentina

Design and preparation of communication materials for internal Change Management projects in english at Techint Group.

Accendo IT

Functional Analyst

November 2014 - October 2015 (1 year)

Buenos Aires, Argentina

Functional analysis and customization of Microsoft Dynamics CRM by usability requirements.

Graphic proposals for mobile apps with uses of color, typographies and image intention.

Mockup application for presentations and better visualization.

Clients:

World Wide Group (Panamá y Rep. Dominicana), Banco Supervielle, Revidatti, CAGSA.

Branding design for corporate material.

Design of business presentations.

Nator Consultores Organizacionales C.A.

Communication Analyst

July 2010 - October 2014 (4 years 4 months)

Caracas, Venezuela

Writing and design of training material and business presentations.

Refresh of the company's image.

Tal Cual

Journalist

February 2012 - November 2012 (10 months)

Caracas, Venezuela

Reporting on politics and cultural affairs for the newspaper's Journalism section.

Fundación Vinicio Adames

Communications Analyst

October 2009 - March 2010 (6 months)

Caracas, Venezuela

Management of Internal Communications and Public Relations. Support in organizing events for the foundation (concerts for internal and external groups, charity events). Design and creation of promotional banners and posters for the managed activities.

Part-Time mode.

Exitos 99.9 FM

## Radio Producer

August 2009 - October 2009 (3 months)

Caracas, Federal District, Venezuela

Broadcasting production for Cesar Miguel Rondon's radio show.

Station: Éxitos 99.9 FM

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## Education

### Seneca Polytechnic

Diploma of Education, Game and Interactive Media Design · (May 2024 - December 2025)

### Coderhouse

UX/UI Design · (August 2022 - November 2022)

### Universidad de Buenos Aires

Master en Diseño Comunicacional · (2013 - 2015)

### Brother Escuela de Creativos

Summer School, Diseño y comunicación visual · (2016 - 2016)

### Universidad de Ciencias Empresariales y Sociales

Diplomado en Marketing Digital y Community

Management, Marketing · (March 2021 - May 2021)