Contact

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Top Skills

Behavioral UX
Motion Design
Teaching and Mentorship

Languages

English (Native or Bilingual)

Publications

Begin Learning Drupal. Productized
E-Learning Platform

Ramona D

Product Designer, UI/UX, specializing in revenue-critical, data-dense products; I partner with product, engineering, and data so teams move users from intent to completion with less friction. (Nielsen Norman Certified)
United States

Summary

I'm a Nielsen Norman certified Product Designer specializing in revenue-critical, data-dense products. I partner with product, engineering, data, and marketing to redesign flows, forms, and journeys so users move from intent to completion with less friction and teams see measurable impact.

My work spans complex, regulated environments including insurance platforms, federal financial tools, and geospatial systems. I operate end-to-end across research, interaction design, systems, and iteration in real production stacks, using analytics, testing, and lightweight AI-assisted workflows to support teams and improve decision-making. I'm pragmatic, collaborative, and at my best when helping cross-functional groups turn messy problems into clear, shippable experiences.

Product Design, Senior Product Designer, Product Designer, UX Design, Senior UX Designer, UX Lead, End-to-End UX, UX Systems, Design Systems, Enterprise UX, SaaS UX, Complex Workflows, Complex Forms, Data-Dense Interfaces, Conversion Optimization (CRO), UX Research, Interaction Design, Prototyping, Figma, Accessibility (WCAG 2.1), Front-End Collaboration, HTML, CSS, JavaScript, React, Vue, Angular, Agile, Cross-Functional Collaboration, Analytics-Informed Design, Data-Driven UX, A/B Testing, Regulated Systems UX, Financial UX, Insurance UX,

Government UX, Geospatial UX, Mapping UX, AI-Assisted UX, LLMs, Agentic AI, Complex workflow design, design systems, data-dense interfaces, accessibility (WCAG 2.1), interaction design, UX research, prototyping (Figma), front-end collaboration, agile product teams, analytics-informed UX, conversion optimization (CRO), regulated systems UX, insurance UX, AI-assisted UX

Experience

Company Name
Design Specialist IV   [Senior UX Designer & Technical Lead]
June 2022 - September 2025 (3 years 4 months)
Remote

Led product and UX design for revenue-critical insurance platforms in a complex, multi-product environment, focusing on quoting flows, forms, and decision paths across personal and commercial lines. Partnered with product, engineering, and analytics to improve completion, engagement, and downstream conversion, including measurable gains in task completion exceeding 40 percent.

Designed and scaled shared design systems used across multiple insurance products, defining reusable components, interaction patterns, and WCAG 2.1 accessibility standards that reduced design-to-development friction and shortened delivery cycles by roughly 50 percent.

Drove discovery, research, and iterative design for data-dense, regulated workflows, translating complex business rules and underwriting logic into clear, usable interfaces teams could ship and maintain over time.

Acted as a UX systems partner to engineering, working with HTML, CSS, and JavaScript context to ensure designs held up in production and aligned with real implementation constraints.

Supported and reviewed other designers' work, helping raise design quality, consistency, and stakeholder trust while keeping process lightweight and delivery focused.

Mentored and supported three design interns, providing guidance on UX fundamentals, design quality, and delivery in real product environments.

Federal Reserve Bank of San Francisco
2 years

Senior UX Designer
March 2021 - March 2022 (1 year 1 month)
San Francisco, California, United States

Led UX and front-end design for internal Federal Reserve systems, combining product design with hands-on Angular and modern JavaScript delivery in a highly regulated environment.

Trusted to translate complex business rules into production-ready interfaces, collaborating directly with engineering to implement components, interactions, and UI patterns that held up under real operational constraints.

Supported multiple development teams under tight deadlines, bringing strong implementation fluency to ensure designs were not only usable but technically sound, scalable, and maintainable.

Senior UX Designer
April 2020 - March 2021 (1 year)

Delivered UX and front-end design support for secure Federal Reserve systems during a critical modernization phase. Worked closely with engineering teams to design and implement Angular-based interfaces and reusable UI components, translating complex operational requirements into usable, production-ready screens. Brought in for execution speed and technical fluency, supporting multiple teams while maintaining usability, accessibility, and consistency in a regulated environment.

Robert Half
Senior User Experience Consultant, Front End
December 2017 - March 2020 (2 years 4 months)
San Francisco

Clients: Atlassian, Trello, Viscira, Yerba Buena Center for the Arts.

Worked as a senior UX and front-end consultant across consumer tech, life sciences, and cultural institutions, supporting product, marketing, and engineering teams on high-visibility digital experiences.

Partnered with Atlassian's Trello team on marketing and growth surfaces, contributing to the modernization of their web ecosystem and helping ship polished, high-impact pages and campaigns in a React-based environment.

Consulted with Viscira on regulated life sciences platforms, designing and building UX for pharma applications where usability, accuracy, and compliance were equally critical, supporting major pharmaceutical brands and complex domain requirements.

Contributed to short-cycle front-end design and implementation work for Yerba Buena Center for the Arts, supporting event-driven experiences and integrations with established ticketing systems.

Brought a strong blend of UX judgment and front-end fluency across engagements, adapting quickly to different industries, constraints, and team structures while delivering production-ready work.

Apple
Consultant
May 2018 - June 2018 (2 months)

Lead Visual and UX Designer. Designed internal UX flows for Apple's Polaris platform, delivering production-ready interaction assets aligned to Apple design systems and engineering standards.

U.S. Bank
User Experience Architect (Information Architect for Zelle Integration via, Horizontal Integration)
January 2017 - March 2017 (3 months)
San Francisco Bay Area

Worked as an Experience Architect supporting Phase 1 of U.S. Bank's Zelle "Send Money" integration, contributing UX structure, information architecture, and interaction flows within a fast-paced enterprise delivery cycle.

Partnered with product and engineering teams to define core user flows and usability considerations required to support an executive-driven launch timeline.

Delivered IA and UX artifacts focused on clarity, task flow, and risk reduction for a high-visibility financial feature.

Charles Schwab
Charles Schwab — Lead UX Strategist / Front-End Architect (Contract)
June 2016 - November 2016 (6 months)
San Francisco Bay Area

Returned to Charles Schwab to support high-visibility digital initiatives within a regulated financial services environment, contributing UX strategy and front-end architecture across investor-facing and internal platforms.

Focused on translating complex financial concepts and pricing narratives into clear, usable digital experiences that aligned with Schwab's brand standards, accessibility requirements, and performance expectations.

Partnered with product, marketing, and engineering to move efficiently from concept to execution, delivering scalable IA, UI patterns, and front-end templates that accelerated delivery across multiple initiatives.

Charles Schwab
Senior UX Designer / Front-End Architect (Contract)
September 2015 - December 2015 (4 months)
San Francisco, CA

Engaged to support Schwab's enterprise digital ecosystem during a period of active platform and campaign development, contributing UX design and front-end execution across multiple teams.

Worked on investor education, brand storytelling, and platform enhancements, shaping information architecture and interaction models for data-rich financial content.

Collaborated closely with cross-functional partners to ensure designs were production-ready, compliant, and consistent across Schwab's broader digital landscape, reinforcing trust and usability at scale.

Cisco
UX/UI Lead Developer, Designer
August 2014 - March 2015 (8 months)
San Francisco Bay Area

Worked on a strategic enterprise platform supporting software licensing and entitlement management across multiple Cisco product lines, designing for highly technical, data-rich workflows at global scale.

Led UX for complex dashboards and end-to-end flows that helped customers understand license usage, product associations, and entitlements more clearly, reducing confusion in a traditionally opaque domain.

Partnered closely with engineering and product stakeholders to translate recurring support and implementation questions into scalable, self-service UX patterns, improving clarity for users while reducing downstream support friction.

Designed experiences that balanced precision, performance, and usability for enterprise customers, contributing to increased platform adoption and measurable business impact shortly after launch.

Known within the team for moving quickly from ambiguity to shipped solutions, grounding design decisions in both user needs and commercial outcomes.

Charles Schwab
Senior Consultant (UX and Front-End Architecture via, Tek Systems)
March 2011 - June 2014 (3 years 4 months)
San Francisco Bay Area

Led UX design and front-end execution for Independent Branch Services (IBS), Schwab's consumer-facing platform supporting its independent broker-dealer network.

Owned end-to-end UX for a full-scale site spanning sales, marketing, servicing, and compliance needs, designing task flows and information architecture for a highly regulated financial environment.

Designed and built a set of reusable front-end templates that established structure and consistency across the platform, enabling faster delivery and allowing junior development resources to focus on content and implementation.

Partnered directly with product stakeholders to define UX scenarios and workflows prior to development, reducing ambiguity and improving alignment across teams.

Contributed to team-level recognition for digital enablement through the delivery of a scalable, maintainable platform used across independent branches.

ON24
Senior Consultant
July 2009 - February 2010 (8 months)

Shaped early virtual events experiences for a rapidly scaling platform, designing immersive digital formats, demos, and event flows at a time when virtual conferences were still emerging as a viable alternative to in-person events.

Drove platform visibility and adoption through content strategy, product storytelling, and localization, contributing to category leadership and first-page search visibility for "virtual events" during a formative growth period.

Miami Ad School
Instructor / Interaction Design Consultant
June 2009 - December 2009 (7 months)
San Francisco Bay Area

Taught interaction design principles through motion and state-based systems, using Adobe Flash (now Animate) to help students understand timing, feedback, and behavioral UX at a foundational level.

Earned strong recommendations from leadership and students for translating complex interactivity into clear, usable design thinking that scales beyond tools or trends.

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Education

University of Mumbai
Bachelor's degree, Bachelors of Commerce (Financial Accounting and Auditing)