

YANELY RAMIREZ

[USER EXPERIENCE TECHNOLOGIST](#)

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PROFESSIONAL SUMMARY

User Experience Specialist, Web Developer, and Designer

CORE COMPETENCIES

UX & UI

- Design Research
- Interaction Design
- Rapid Prototyping
- User Research
- Web Design
- Wireframing

Programming

- HTML5
- CSS3
- Javascript
- jQuery
- VueJS
- JSON

Applications / Tools

- Figma
- Adobe XD
- Photoshop & Illustrator
- Asana
- JIRA
- Git

PROFESSIONAL EXPERIENCE

SECURITY FIRST INSURANCE, 2018 – PRESENT

User Experience Specialist II, 2020 - Present

- Designed and launched the company's [customer portal](#), migrating from legacy vendor platform to a new vendor platform (cutting costs, upheld tight deadlines, redesigned to adhere to latest brand guidelines, and improved customer experience). Collaborated with key stakeholders including business analysts, business owners, and project manager throughout the project lifecycle.
- Improve customer communications by updating content to be personalized to the reader while focusing on brand tone, loyalty, and customer satisfaction.
- Utilize Mailchimp and collaborate with other team members to create time-sensitive email marketing campaigns coordinating with events and product launches to increase profits.
- Oversee experience of personalized videos including scripts, visual direction, and triggers.

User Experience Specialist, 2018 - 2020

- Collaborated with Taoti, web agency, to update the [company website](#) to adhere to brand guidelines, improve tone of the organization. Attended war rooms, outlining the characteristics of the brand using mood boards to establish brand guidelines.
- Partnered with stakeholders across the organization to identify & prioritize customer needs and provide actionable insights to solve pain points and drive customer value via customer journey mapping.
- Designed the information architect, coordinated launch communications, and deployed internal employee-facing SharePoint 365 sites for departments such as Claims, Underwriting, etc.
- Subject matter expert on customer experience trends, developing and sharing best practices and tactics to improve brand loyalty, satisfaction, retention, and growth.
- Serve as the voice of the customer to advocate for service-centric solutions that benefit consumers, partners, and agents.
- Perform root-cause analysis on functional issues and collaborate with tech partners and internal stakeholders to gather business requirements and see through to implementation.

STACKPATH, Mar 2018 – May 2018

UI/UX Designer

- Created wireframes using Invision and Sketch for new aspects of the CDN portal from requirements
- Conducted usability tests with current customers to gather feedback and outline points for improvement.
- Facilitated customer interviews to review current implementations (continuous improvement).
- Utilized Zeplin to handoff wireframes to development team

THINK AGENCY, 2016 - 2018

UI Developer

- Created fully functional webpages from mockups using CSS, HTML, JS, PHP, and MySQL.
- Created responsive designs from mockups while adhering to brand guidelines and web development best practices.
- Worked in a team environment to complete projects' tight deadlines.
- Updated legacy code that spanned across front-end and back-end functionality.
- Worked directly with clients to hear feedback and performed research to offer solutions and aid in creating user interface mockups fulfilling their needs and their customers' needs.

UNIVERSAL STUDIOS, JAN – JUN 2016

IT-eCommerce Solutions Delivery Intern

- Apprenticed with senior developers, reviewing code and digital content for universalorlando.com
- Used the agile methodology to work in a large, diverse team environment.
- Contributed to a large, complex e-commerce project and was hands-on with tools such as BitBucket.

EDUCATION AND CREDENTIALS

- MASTER OF BUSINESS ADMINISTRATION (M.B.A. MARKETING), 2021; *Saint Leo University*
- BACHELOR OF SCIENCE (B.S. Web Design and Development) 2016; *Full Sail University*

PROFESSIONAL AFFILIATIONS

- Toastmasters on the Halifax, Vice President of Public Relations, Daytona Beach
- Volusia Young Professionals Group
- Omega Nu Lambda