

Osvaldo Ramos

Product Designer

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Experience

Product Designer • *Independent*

April 2025 – Present

- Designed end-to-end digital products from problem definition through final interface delivery, working in ambiguous early-stage environments using qualitative feedback, usability insights, and performance signals.
- Partnered with business owners to prioritize features and define scope, balancing usability, feasibility, and delivery constraints while translating requirements into structured user flows and responsive systems.

UX/UI Designer • *Ministry of Public Education | USICAMM*

May 2024 – April 2025

- Contributed to redesign of a national educational platform serving more than 300,000 users, improving usability and accessibility by restructuring complex workflows, clarifying dense information architecture.
- Informed UX decisions through analysis of usage patterns, direct user input, and collaboration with subject-matter experts, reducing navigation friction while supporting developers and stakeholders through delivery alignment.

Brand Designer • *Independent*

August 2023 – May 2024

- Developed brand identities and scalable visual systems grounded in strategic positioning and audience insight, translating abstract narratives into cohesive languages supporting clarity and long-term consistency.
- Strengthened emotional connection and recognition across digital touchpoints by creating visual frameworks aligned with product usability goals, navigation clarity, and consistent cross-platform brand communication.

Graphic Designer • *UNAM | RADEG*

September 2022 – August 2023

- Designed structured layouts for institutional digital content, balancing creative exploration with communication goals, accessibility considerations, and production constraints within collaborative multidisciplinary environments
- Collaborated closely with multidisciplinary teams through shared ideation and coordinated workflows, contributing visual direction while supporting team alignment and coordination, delivering consistent, accessible outcomes across institutional digital formats

Education

Bachelor's Degree Design and Visual Communication • *UNAM*

December 2024

Certifications

Product Design & UX/UI Fundamentals • *Microsoft*

January 2026

Front-End Web Development Bootcamp • *The App Brewery*

June 2023

Web Design & Development Diploma • *UNAM | REDEC*

April 2023

Advanced English Certificate • *Cambridge University*

January 2017

Skills

Product Design • *Product Thinking* • *Problem Framing* • *User Research & Flow* • *Data-Driven Decisions*

Brand & Visual Systems • *Responsive Interface Design* • *Design Systems* • *Visual Systems* • *Branding*

Product Support • *Feature Prioritization* • *Scope Definition* • *Developer Collaboration* • *KPI Awareness*

Tools • *Figma* • *FigJam* • *Google Analytics* • *Hotjar* • *Notion* • *Adobe Suite* • *HTML* • *CSS* • *Javascript*