

Oswaldo 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*