

Frank Ramirez

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Experience

Ramirez Design, LLC

2/04- Present Principal

Manage teams of visual UI designers, interaction designers and developers in the US and abroad. Lead all aspects of digital product design for consumer web products, enterprise and mobile apps.

Partial client list:

eBay: Live Auctions re-design, Strategy for Trust & Safety

LinkedIn: Led design team for the Connections page, Add Connections, Events, and more

Stanford University: Design for new Course Planning System for GSB

Good Fish: Co-founder for this website/iPhone app for fishermen. Managed development teams in India

GoodRec: (Purchased by Groupon) Design for Alpha release of website

PayPal: Re-design of the Send Money flow

Take180.com: Collaborative entertainment site, design for Alpha

Walmart.com: Design strategy for Walmart.com Global Architecture

Yahoo!: Several projects including Y! Travel, FareChase, Member Center and more

Walmart.com

1/01 - 2/04 Sr. Information Architect

7/00 - 1/01 Art Director/Creative Lead

Led requirements definition and information architecture for multiple in-store, online and cross-channel initiatives. Participated in a wide variety of project activities including: discovery research, concept generation, usability testing, cross-functional collaboration, IA documentation and communication.

Partial project list:

Pharmacy Blueprint: "Vision" project for online pharmacy 2+ yrs out

Photocenter Kiosk: Touch-screen application

Music and Movies Kiosk: Touch-screen application, allows customers to shop for, listen to and purchase CDs and movies

Industry Recognition:

"...We have never seen a better example of kiosk software that has been so well-designed ...The user interface is excellent and removes almost all guesswork."

-Kiosk Industry Sector Report, 2003

Wireless Kiosk: Touch-screen application for purchasing wireless phones

Walmart.com Holiday 2000 Launch, handled IA and Creative Lead responsibilities for the checkout process and online photocenter

Skills

Leadership

Design Management
Product Visualization
Teaching

User Experience

Requirements Definition
User Research
Contextual Inquiry
Prototype Development
Information Architecture
Interaction Design
UI Design

Technical

Photoshop
Illustrator
HTML
CSS
JavaScript (limited)
PHP (limited)
Data Modeling (limited)
iOS (limited)

HomeWarehouse.com (Purchased by Walmart.com)

1/00 - 7-00 *Art Director/Creative Lead*

9/99 - 1/00 *Designer*

Led IA and visual redesign that resulted in an overnight jump in conversion (over 2x) and revenue. Named by ZDNet as top 10 ecommerce site 2/00 for integration of content & commerce

Keypoint Software

6/97 - 1/99 *Manager, Web Graphic & Interface Design*

12/96 - 6/97 *Web Graphic & Interface Designer*

Founding member and manager of Key Point's 3-person design team. Led information architecture, design and HTML for over 40 Internet, Intranet and extranet projects. Clients include: Hewlett Packard, Adaptec, Shoreline Teleworks, KLA Tencor, Altera

Education

San Jose State University

1996 *B.S. Graphic Design, emphasis in Illustration*

Studied conceptual and digital illustration, information design, typography, art history, painting and printing

Teaching & Publication

UCSC Silicon Valley Extension

2009 - 2011 *Sr. Instructor*

Co-authored and taught a course called "User Centered Design Fundamentals" and authored a course titled "User Experience for Web Applications" (to be taught in Fall '11).

Whitepaper: Web Application Design Solutions

2005 Co-authored a popular whitepaper with Luke Wroblewski

Membership & Affiliations

Interaction Design Association (IXDA)

2005 One of the 13 founding board members