



JOHNNIER [Johnny]

DILAN RAMIREZ III

Senior UI/UX Manager / Designer & Front-end Developer

johnnierdilan.com

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/johnnierdilanramirez

ABOUT

Hello, my name is Johnnier [Johnny]. As a seasoned Sr. UI/UX Manager / Designer & Front-end Developer, I bring over 17 years of experience in web, interface, graphic, and multimedia design. My passion for creating simple, effective designs is complemented by my deep understanding of the latest UI/UX trends and my relentless commitment to user-centric design.

My expertise extends beyond design to incorporate cutting-edge AI workflow concepts. I have successfully integrated these innovative solutions into my design process, enhancing efficiency and user engagement. I'm adept at building intuitive designs that rapidly develop into user interfaces and incorporate the latest SEO strategies and techniques.

As a creator of a comprehensive design system, I've facilitated the standardization of UX processes across multiple brands. This effort has significantly improved design consistency and efficiency. I take pride in my role as a UI/UX Generalist, bringing my experience in user research, testing, and design to every project.

Throughout my career, I have embraced the latest web standards and technologies. I constantly seek to innovate and problem-solve, thriving on challenges where I can devise solutions when others can't seem to find them. I eagerly tackle complex design problems, always striving to create elegant solutions that meet user needs and business objectives.

TECHNICAL SKILLS

- UI / UX Research & Design
- Design System Creation & Maintainer
- Website Development
- Search Engine Optimization
- WordPress Development
- E-mail Design / Deployment
- Print Design & Production
- Agile Project Management
- General Photography
- 360 Photography
- Video & Audio Production

SOFTWARE KNOWLEDGE

- UI / UX Visual Studio Code
- Figma / Adobe XD
- Adobe Photoshop
- Adobe Lightroom
- Adobe Premiere Pro
- Adobe Illustrator
- Adobe InDesign
- Adobe Audition
- Adobe After Effects
- Adobe Character Animator
- Adobe Camera Raw
- Microsoft Office Suite

PROGRAMMING KNOWLEDGE

- HTML / CSS
- GitHub Workflow
- Basic JavaScript / jQuery
- Bootstrap Framework
- Tailwind CSS
- Creative Googling
- AI Prompt Engineering

EDUCATION

Design & Media Management - Master's Degree

The Art Institutes - Miami International University of Art & Design – 2013

Graphic Design / C.I.S. - Bachelor's Degree

Design, Technology & Innovation Troy University – 2004

CERTIFICATIONS

- Google UX Design Professional Certificate
- Google Analytics Beginner & Advanced
- Google Tag Manager Fundamentals
- Google Introduction to Data Studio
- Design Thinking

EXPERIENCE

WESCO

Digital UX Manager
2022 - Present

- Developed and implemented a comprehensive design system to standardize UX processes across multiple brands, improving design efficiency and consistency.
- Managed a team of three designers, providing mentorship, guidance, and feedback to drive personal development and team success.
- Act as Scrum Master, leading Agile practices and fostering a collaborative and efficient team environment.
- Facilitated cross-departmental collaboration to integrate UX design considerations into broader product strategy.
- Implemented user-centered design methodologies to ensure all products and interfaces meet user needs and expectations.
- We conducted user research and usability testing to inform design decisions and drive continuous improvement.
- Oversaw creating and refining user personas and journey maps to understand user behaviors and needs better.
- Led design reviews and iterations, utilizing feedback to refine and improve design output.
- Coordinated with stakeholders to define and prioritize design objectives and deliverables.
- Championed UX design across the organization, educating others about its importance and impact on customer satisfaction and business outcomes.
- Monitored industry trends and advancements in UX design to keep the team and our designs up-to-date and competitive.

SPOT Pet Insurance

Web Director / UI/UX / Developer
2020 - 2022

- Developed UI designs using Adobe XD & Figma.
- Conducted comprehensive UX research through the development of user personas and journey mapping.
- Specifically applied UX research to the design of marketing landing pages and quote form user flows.
- Established complete UI/UX processes for marketing pages and email campaigns in preparation for the Canadian website property launch.
- Engaged with the upper management team and underwriter to ensure compliance with rules and regulations.
- Managed the company's website properties related to Spotpetins.com, significantly decreasing average load times to under 3 seconds.
- Implemented mobile-friendly page designs and led the website modification during a comprehensive rebranding.
- Implemented SEO strategies and maximized the use of YouTube for brand promotion.
- Project-managed third-party development resources.

GEO Care (Geo Group, Inc)

Digital Marketing Analyst / Front-end Developer
2019 - 2020

- Developed website content and videos while also handling daily maintenance tasks.
- Designed website layouts and graphics.
- Managed website infrastructure on AWS LightSail using Plex servers.
- Performed front-end development and content maintenance for WordPress websites and website applications.
- Deployed email campaigns using MailChimp.
- Produced product videos for internal devices.

Banyan Hill Publishing

Front-end Developer

2017 – 2019

- Designed and developed website properties for marketing campaigns and large-scale webinars.
- Conducted detailed requirements gathering for company projects and implemented strategic plans for completion.
- Played a key role in a small team managing three significant website properties, generating over 5 million monthly views.
- Developed responsive email and order page templates.
- Established a strong social media presence for individual brands and financial personalities.

TBC Corporation

Multimedia Designer

2014 – 2017

- Managed and updated digital signage content for the entire TBC brand family.
- Develop concepts for HTML signage framework and customer kiosk system
- Created user interfaces and website designs for brands within TBC's portfolio of brands.