Andrew Ramos

Experienced product designer focused on the intersection of design and business. Enjoys the big-picture views as well as the minute details that go into crafting truly great products.

SKILLS

Software
Proficient in Sketch, Photoshop, Illustrator, InDesign, Xcode, and Sublime Text.

Development
Good understanding of the Swift language and can build out the UI interfaces that I design.
Very comfortable with HTML and CSS, with basic knowledge of JavaScript.

EDUCATION

Front-End Engineering Class
The Iron Yard Academy, October 2013 (audited)

Bachelor of Art in Graphic Design with a Marketing Minor
Bob Jones University, May 2005

EXPERIENCE

Digital Design Lead
BMW Group, 2014–present
Worked on an Agile team, designing and developing User Interfaces and Design Systems. Led design workshops with product owners to create the initial project goals and requirements, utilizing Jira to manage ticketing of required tasks. User-tested designs to gather feedback in order to create more data-driven layouts. Worked directly with iOS and web developers to ensure polished, high-fidelity solutions that match the designed mockups. Mentored designers, developers, and interns on design topics ranging from website layouts and wireframing, to creating hierarchy within a typographical system. Created presentations for senior level members of the organization, as well as digital PR communications to promote team services and offerings.

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Mobile App Designer
Appe Diem, 2013–2014

Founded Appe Diem as an efficient, rapid-prototyping process that would provide app designs in a day. Established the brand as a go-to company for quick mockups of ideas, especially seed-round startups. Learned HTML & CSS, plus some JavaScript, Objective C, and Swift to play a role in the development of apps. Audited existing apps and provided industry-expert reviews on UI, UX, speed, polish, and general usability. Led clients through workshops to understand the concept-to-design phases, involving them at each step. Also worked in an Agile fashion to create, evaluate, and rework ideas throughout the process. Worked with internal development teams to understand the nuance of the finished designs to ensure correct implementation in the upcoming build. Additionally, taught a class on Mobile App Design at a local engineering school that mentored people looking to move from general design (junior and senior) toward app-specific design.

Designer & Illustrator
Andrew Ramos, 2008–2014

Created websites, web and iOS apps, logos, and illustrations for brands large and small. Led major redesigns and oversaw their implementation across all brand assets. Collaborated with larger teams to produce projects on a large scale. Designed and shipped, along with my business partner Kevin Smith, a Twitter app for Mac called Wren; It was an Apple staff favorite for weeks, and was covered by notable websites, including Daring Fireball. Created marketing campaigns, presentations, digital advertisements, and digital communications.

Art Director
Your Creative People, 2007–2008

Designed the internal Content Management App to allow website editing and management of site content. Led the creative team on web and print projects and collaborated with partner agencies when working on larger projects. Developed new branding and terminology to simplify the company's services. Implemented and coordinated project procedures, controls, and policies to ensure smooth product/web launches. Mentored junior designers as they worked on both print and digital projects.

Graphic Designer
Jackson Dawson, 2005–2007
(Now, Jackson Marketing Group)

Worked in an Agile environment, iterating on ideas and moving from initial concepts to implemented, finished products for national and international brands, including: BMW (Manufacturing, Motorad, and Charity Pro-Am), Michelin, BFGoodrich, Greenville Hospital System, Volvo, Milliken, The Palmetto Bank, Porsche, Verizon, Sony, and Yamaha. Successfully developed and oversaw new signage for the BMW ITRC Building, from initial concept and design to working with a local manufacturer to produce and install. Concept and design work on magazine layouts, point-of-sale displays, mailers and invitations for automotive related clients.