

UX / UI DESIGNER

RAMON GAMARRA

User-oriented designer. Passionate about translating ideas into aesthetic and functional designs, by prototyping and testing mock-ups for enjoyable experiences.

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EXPERIENCE

UX / UI DESIGNER

Baobab Clothing Company / 2018

- Did contextual inquiries with new users to gather data.
- Mapped insights based on the conducted user interviews results.
- Organized competitors and comparators for feature analyzes.
- Developed wireframes and prototypes to fit the clients needs.
- Executed at all stages of the product from concept to final product launch.
- Made High Fidelity clickable prototype, managed and designed all screens for exportation to the client.

UX DESIGNER

General Assembly UXDI / 2018

- Created high clickable fidelity mockups.
- In charge of conducting individual and group interviews in order to collect valuable information for research purposes.
- Usability tested with participants on all stages of the prototype.
- Created and optimized user flows and user journeys based on the clients' request.

ART DIRECTOR

Muscle & Fitness Hers / 2015-2018

- Work collectively with Copy team to strategically develop positioning and creative concept.
- Manage multiple design and closely monitored the development of each project with keen attention to detail.
- Brainstormed and directed photo shoots while accommodating budget standards.
- Contracted and assigned illustrators for feature stories.
- Managed and provided my team feedback and delegated duties during daily meetings.
- Understanding the design challenges of individual stories; able to provide creative ideas and innovative approaches to problem solving.

ASSOCIATE ART DIRECTOR

Natural Health & Fit Pregnancy / 2014-2015

- Oversaw all pages from early stages to shipping.
- Assigned illustrations for magazine single page stories.
- Made sure all the images for the layouts were color corrected and approved.
- Works with an in-house color correction specialist to make sure color is being processed to meet the magazines standards.

PRODUCTION DESIGNER

Health Magazine / 2011-2014

- Managed production, places final images, and makes Epson proofs.
- Designed department pages as well as multiple page features.

FREELANCE DESIGNER

Esquire's The Big Black Book / 2009-2011

- Designed department pages along side the Art Director and Creative Director.
- Assigned illustrations for the magazine based on their corresponding articles.

SKILLS

Wireframing
Sketch
Prototyping
Invision
Marvel
Creative Suite
Woodwing
K4
Drawing
Mac / PC

EDUCATION

GENERAL ASSEMBLY

New York, NY / 2018

UXDI: User Experience

Immersive Student

CITY COLLEGE OF NEW YORK

New York, NY / 2008-2012

BFA in Electronic Design
and Multimedia

SCHOOL OF VISUAL ARTS

New York, NY / 2009

Enrolled in a non credit
Editorial Design class

WESTCHESTER

COMMUNITY COLLEGE

New York, NY / 2004-2007

Associates Degree
in Visual Arts

INTERESTS

Print
Illustrations
UI (User Interface)
Animation
Flat design
Food Photography
Science
Architecture