

JULIAN D. RAMIREZ

PRODUCT DESIGNER & MANAGER

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EXPERIENCE

Product Manager WGSN

New York, NY
Jan 2018 - Present

Responsible for customer-facing trend products, internal content production tools, and WGSN's marketing site.

Work alongside an interdisciplinary team of designers, content strategists, and developers to define brand guidelines and monitor execution.

Conduct stakeholder interviews, research, and design explorations.

Help design and prototype new product features. Deliver project requirements and design specifications.

Monitor development progress, test for quality assurance.

Manage product development backlog and roadmap.

Senior Product Designer WGSN

New York, NY
Mar 2014 - Dec 2017

Led a team of product, UX, and visual designers through the process of designing, prototyping, and testing for all site-wide projects.

Communicated design requirements to engineers and stakeholders (content, sales, marketing, client services).

Designed the workflows, UX, and UI for WGSN's content management system used to produce all reports and articles, which account for roughly 70% of site traffic.

Product Designer Stylesight

New York, NY
Jan 2012 - Feb 2014

Designed product features, interaction workflows, wireframes, and high fidelity mockups for client-facing products.

Worked with front-end engineers to define, solve, and implement design solutions.

Established and promoted design guidelines, best practices, and standards.

SKILLS

Design:

Branding and Identity
Content Strategy
Information Architecture
Interaction Design
Product Design
Product Management
Responsive Web Design
UX/UI Design
Visual Design

Software:

Adobe XD
Adobe Illustrator
Adobe InDesign
Adobe Photoshop
Coda
Figma
Google Analytics
JIRA
WordPress

Programming:

CSS
HTML
JavaScript

EDUCATION

University of Massachusetts
Bachelor of Fine Arts
Studio Art (Graphic Design)
Amherst, MA
2004 – 2007

Wentworth Institute of
Technology
Associate of Science
Architectural Engineering
Boston, MA
2001 – 2003

LANGUAGES

English
Spanish