

Cindy Ramirez

LinkedIn | Portfolio
(408) 618 9276
cindy87@gmail.com

Product Designer with 8+ years of experience in the industry. I'm a strategic thinking professional that ships digital products in a lean and agile environment using human-centered design techniques. As a capable leader, I drive towards goals by understanding the big picture and core problems, and then define actionable priorities for my team.

EXPERIENCE

PagoNxt — Sr. Product Designer | Emerging Products & Innovation

JAN 2021 - CURRENT

Sr. Product Designer at PagoNxt (a Santander Company)

- Currently focused on the Hispanic market in the U.S., using research and design thinking techniques to define value proposition, target market and key product features.
- Sr. Designer in a team of 3 (1 Jr, 1 contractor, and me) defining features and testing plan for a stablecoin/crypto prototype for the Argentinian market.

Santander — Sr. Product Designer | Santander Digital Innovation

APR 2019 - DEC 2020

Sr. Product Designer for the Innovation team in Santander Digital, working across multiple geographies, evangelizing Design Thinking and Lean Product Design frameworks. Focused on product discovery across strategic regions.

- Service Designer for internal Open Innovation Challenge platform. Receiving 33K visits during the first week, with active participation of 9.1K internal users.
- Supported definition of key features and designed key flows for a post-purchase financing product "Fincash", designed for Spanish market.
- Embedded as team lead designer for Santander Mexico to release v.2 of SuperRed, a POS solution that integrates credit card payments to it's more than 2,000 small merchant customers across the country. Solution adoption resulted in 40% more transactions in the 90-day pilot.

Sabre Travel Solutions — Sr. UX Designer

MAR 2018 - APR 2019

Sr. UX Designer for our Airline Solutions' software for airport operations

- Designed end-to-end experiences of several user-flows for Check-in, Gate, and Call Center Agents for Digital Workspace (approx. 2,500 users)
- After implementation, airlines see a reduction of training time of 50% and an increase of productivity among airport agents (Check-In and Gate) of 30%

SKILLS

Strategic Product Design research, planning and execution.

Sketching, wireframing, mockups, prototypes, and high fidelity design.

User Research, including interviews, SUS, RITE and Design Sprint, Design Thinking, Innovation and Lean Startup frameworks.

Basic Front End development, HTML & CSS.

TOOLKIT

INTERACTION DESIGN: Figma, Sketch, Adobe XD, Axure, Balsamiq, InVision, Proto.io.

RESEARCH & IA: User Zoom, Maze, Askattest, Survey Monkey, Miro, Mural.

HIGHLIGHTS

Santander Recognition:
Winner of 2019 Great Team Achievements for Open Innovation Challenge "Validate" execution

Sabre Recognition:
Winner of 2017 Spring Champions Award, for impact, behavior, and support of Sabre Airline Software.

Languages:
English, Spanish, French, Portuguese.

Sabre Travel Solutions — UX Designer Contributor

JUL 2015 - MAR 2018

UX Designer Contributor for the Airline Solution's AVPS product, focused on design of NextGen Network Planning and Schedule.

- Organized the first Design Studio workshop for the product, bringing together 18 airlines for 2 days of collaboration, the results were iterated and directly implemented in NPS Next Gen 17.0 release in 2017
- NPS Next Gen is used to manage 75% of the available seat miles for the top 100 airlines worldwide.

Instanza, Coco App — UX Associate

SEPTEMBER 2014 - MAY 2015

User Experience designer and researcher delivering different data-driven solutions for our users in China, Iran, and Latin America.

HP Enterprise — CX & Q Digital Communication (Web)

SEPTEMBER 2013 - SEPTEMBER 2014

Associate Designer for the Digital Communication Platform CX & Quality Office.

- Designed and launched new web design for the employee engagement strategy platform, resulting in 30% increased awareness and 600 new subscribers within two months of launch

EDUCATION

San Jose State University — M.S Digital Media & Design

AUGUST 2012 - MAY 2014

Master of Science in Digital Communication and New Media Design (3.7 GPA) with a concentration in Product Design, Research & Project Management.

Universidad Autonoma de Veracruz Villa Rica (Now UVM) — B.A Mass Communication

AUGUST 2005 - MAY 2010

Bachelor of Arts (BA) in Mass Communication Studies with a concentration in Audiovisual Production and Digital Media.

Graduated at the top of the class with a 9.8 (of 10) average