

Cindy Ramirez

"Discover, Design, Deliver"

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Design leader with experience delivering value in consumer and enterprise products. Problem solver, strategic thinker with proven ability to establish vision and execute on roadmaps driving revenue and business goals. Efficient in stakeholder management and collaboration in cross-functional environments.

EXPERIENCE

Palo Alto Networks - Principal UX Designer

APR 2024 - CURRENT

Principal Product Designer for NetSec's flagship platform. Delivering strategic enhancements for our cybersecurity management enterprise solution with over ~10K customers.

- Leading product design strategy for our platform experience (Strata Cloud Manager) where I've re-designed the navigation focused on discoverability, usability and visual aesthetics for a modern platform look and feel, resulting in discoverability increasing from 30% to 70% and NPS score moving from 5.8 to 7.75.
- Lead designer for PANW Activation & Onboarding experience, currently outlining the ideal framework to execute on license activation, product out-of-the box onboarding and subscription management for our enterprise customers.
- Delivered strategic alignment for our Notifications and Announcements experience, aligning design patterns for consistency, clarity and optimization. Worked alongside Engineering and Product Line Managers to consolidate use cases, logic and patterns to be used depending on the type of communication needed. This included design of in-bound and outbound emails, in-product guides and end-user-notifications for managed devices.

Meta - Product Designer

JAN 2022 - JAN 2024

Product Design leader for Meta's enterprise tools supporting sales operations, where I delivered business solutions for deal management, sales pipeline tracking, sales opportunity guidance and call-center vendor operations.

- Implemented design solutions for the Guidance space in Meta CRM, a high impact area that provides guided recommendations for call center advertising pitches and that considers the end-to-end experience across our sales ecosystem impacting more than ~20K users. This solution increased the user satisfaction score 11% from the previous year and targeted a 0.2% revenue for the quarter it was implemented.
- Coordinated operational design practices (design crits, roadmap alignment, prioritization) on a team of 4 Designers, 2 User Researchers and 1 Content Designer; while also working day-to-day with engineers to deliver final products committed on the roadmap that track more than \$12.56B in revenue. In this role, I provided actionable feedback that influenced consistency across our product, resulting in elegant design solutions from early concept through implementation.

Santander - Sr. Product Designer | Emerging Products & Innovation

APR 2019 - DEC 2021

Sr. Product Designer for the Innovation team in Santander Digital (and then Pago Nxt) focused on optimizing financial solutions and discovering innovative new product ideas across global markets,

SKILLS

Sketching, wireframing, interaction design, prototypes, and visual design.

Design Sprint, Design Thinking, Product Innovation and Lean Startup framework, strategic planning and execution.

Embedding AI across all parts of the Design Process.

User Research, user interviews, SUS, RITE and user validation.

TOOLKIT

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

RESEARCH & IA: User Zoom, Lookback, Maze, Askattest, FigJam, Miro, Mural.

EDUCATION

M.S Digital Media & Design

San Jose State University
(2012-2014)

B.A Mass Communication

Universidad Autonoma Villa Rica
(2005-2010)

LANGUAGES

English, Spanish, French, Portuguese.

primarily Mexico, U.S., Chile and Spain.

- Embedded as lead designer for Santander Mexico to release v.2 of SuperRed, a POS (Point of Sales) solution that integrated mobile payments to its more than 20,000 small merchant customers across the country. Solution adoption resulted in 80% more transactions during the 90-day pilot.
- Delivered vision concepts for multiple mobile innovative financial products such as a BNPL (Buy Now Pay Later) solution that launched as Zinia in 2022, and a Hispanics single mother aid app that simplifies applying/receiving state funds and had an estimated target revenue of \$1.3B by 2025.
- Co-lead Santander's Open Innovation challenge, where I coached various teams, including one that piloted an invoicing financing solution (Splayt) for Santander Consumer Finance in Spain.

Sabre Travel Solutions - Sr. UX Designer

JUL 2015 - APR 2019

UX Designer promoted to Sr. UX Designer, focused on Airline operations enterprise software tools.

- Designed product experience 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 during airport check-in of 30%.
- Designed for the Network Planning and Scheduling suite, a solution used to manage 75% of the available seat miles for the top 100 airlines worldwide. In 2017 I designed a new look and feel, and in 2018 I designed a 0 to 1 forecasting web based solution, resulting in renewed contractual commitments for the suite with target revenue of ~\$700M for 2018 to 2022.
- Facilitated more than 10 Design Thinking and Design Sprints workshops per year, while evangelizing User Experience, Product Design and Human Centered Design across the company.

Instanza - UX Intern for Coco Messaging App

SEP 2014 - JUN 2015

UX Apprenticeship.

- Designed wireframes and high-fidelity prototypes for the release of Coco App in Latin America. Delivered primary workflows for the new experience Coco Moments. Supported design of updated iconography.

Hewlett-Packard - Internship for the CX&Q Team

SEP 2013 - SEP 2014

Experience Design Intern.

- Understood, uncovered and delivered wireframes and designs for an updated version of the Internal Customer Experience and Qualite site, resulting in 20% increased awareness in 30 days, and 500% increased engagement from previous year.