Alejandro Ramos Rubio

UX/UI Designer
& Product Designer

Portfolio and contact
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Professional Summary

UX/UI & Product Designer with 12+ years of experience designing user-centered digital products and data-informed solutions for global brands.
Skilled in wireframing, prototyping, usability testing, accessibility standards (WCAG), Vibe coding and design systems. Proven record of improving conversion rates, engagement, and task efficiency through data-driven design strategies. Adept at collaborating with cross-functional agile teams and delivering scalable, user-focused digital experiences in multicultural environments.

Seeking a UX/UI Designer role at a tech-driven company where I can leverage my expertise in interaction design, usability and accessibility to deliver scalable, data-informed, and user-friendly digital solutions for global markets and global audiences.

Core Skills & Tools

Design & Research:

UX Strategy	Visual Design
User Flows	Vibe Coding
Wireframing	Usability Testing
Prototyping	Design Systems
Journey Mapping	A/B Testing
User Research	Interaction Design

Information Architecture
Accessibility (WCAG)
Competitive Audits
Animating Design Prototypes

Technical Tools:

Figma	Windsurf
Lovable	Cursor
V0 (Vercel)	Claude
Figma Make	Google Gemini
Illustrator	ChatGPT
Photoshop	HTML (basic)
After Effects	CSS (basic)
Jira	JavaScript (basic)
Confluence	GitHub

Soft Skills:

Data-driven Design	Creativity
Problem Solving	Agile Workflow
Strategic Thinking	Collaboration
Design Thinking	Team work

Cross-functional Collaboration
Stakeholder Management

Languages

Spanish: Native
English: Professional (TOEIC 895)
Japanese: Basic est. JLPT N4

Education & Courses

CERTIFICATE 2026
The Complete Vibe coding for UX/UI Designers
Ûdemy — Udemy

CERTIFICATE 2025
Google AI Essentials V1
Google — Coursera

COURSE 2025
AI for You:
Oracle

COURSE 2025
Design Thinking in the Age of AI
in — Linkedin

CERTIFICATE 2023
Javascript, Basics
Ûdemy — Udemy

CERTIFICATE 2022
Google UX Design
Google — Coursera

COURSE 2018
Trend analysis for Design
ITESO

BACHELOR'S DEGREE 2012
Graphic Design
Universidad de Guadalajara
Centro Universitario de Arte, Arquitectura y Diseño

EXPERIENCE

2024 JUL - 2025 SEP
UX UI Designer (User Experience)
Oracle

- Designed and optimized user interfaces (UI) and user experiences (UX) for software, cross-platforms, and web applications, enhancing usability and accessibility (WCAG).
- Built wireframes, high-fidelity interactive prototypes, user flows, and journey maps that reduced task completion time and improved user satisfaction.
- Defined and implemented UX strategies aligned with business goals.
- Partnered with product managers, engineers, and QA teams in an agile environment to ensure seamless integration of design solutions.
- Conducted usability testing and implemented findings to deliver data-driven UX improvements, increasing user engagement.
- Defined and implemented design systems used across multiple projects, increasing design consistency and reducing handoff friction.

2016 MAY - 2024 APR
Product Designer and UX Designer
C&A

- Led the end-to-end design of apparel products, applying user-centered design methodologies and data-informed insights to improve customer satisfaction and sales conversion, resulting in seasonal sales increases of at least 10–15%.
- Conducted consumer research, trend analysis, and behavioral studies, translating findings into data-driven product decisions and improving time-to-market.
- Designed visual systems, tech packs, and Pantone guidelines, ensuring brand consistency across global product lines.
- Collaborated with cross-functional teams and global suppliers (China, India, South America, Mexico) to optimize workflows, improve cross-border product alignment, and maintain design quality standards.
- Partnered with merchandising, marketing, and product teams to transform customer journey insights into design strategies that increased engagement and retention. resulting in a 25% expansion of the department's size and scope.
- Successfully managed multiple product launches simultaneously, delivering user-focused solutions on time and within business objectives, demonstrating strong project management and stakeholder collaboration skills.

2013 MAY - 2016 APR
Graphic Designer and Product Designer
Squalo

- Designed visual assets and developed graphic concepts for apparel collections aligned with brand identity and target audience behaviors.
- Conducted trend research and prepared mood boards to guide design strategies and improve market positioning.

2016 FEB - 2017 APR
Graphic Designer
Virtud Skateboards

- Created illustrations, visual assets, and marketing materials for skateboard decks and apparel, increasing brand visibility.