Alejandro Ramos Rubio

UX/UI Designer
& Product Designer

Portfolio and contact

🌐 **soru-rubio.com**

✉ rubio.gdl@gmail.com

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), 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 • Wireframing • Prototyping • Journey Mapping • User Research • Visual Design • Usability Testing • Design Systems • A/B Testing • Interaction Design • Accessibility (WCAG) • Information Architecture • User Flows

Technical Tools:

Figma • Illustrator • Photoshop • After Effects • Jira • Confluence • HTML (basic) • CSS (basic) • JavaScript (basic)

Soft Skills:

Cross-functional Collaboration • Data-driven Design • Problem Solving • Strategic Thinking • Stakeholder Management • Creativity • Agile Workflow

Languages

Spanish: Native
English: Professional proficiency
Japanese: Basic est. JLPT N4

Education & Courses

CERTIFICATE 2025
Google AI Essentials V1
Coursera
Google

CERTIFICATE 2023
Javascript, Basics
Coursera
Udemy

CERTIFICATE 2022
Google UX Design
Coursera
Google

COURSE 2018
Trend analysis for Design
ITESO
Instituto Tecnológico y de Estudios Superiores de Occidente

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 by 20% and improved user satisfaction scores by 30%.
- 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 by 20%.

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.