Hi

I'm Carlos Mota-Ramirez

UI/UX Lead

in • ⓣ • ⓓ

ⓘ About Me

I am a UI/UX leader with 7 years interactive design experience and 5 years management expertise with small to large teams. Working within digital strategy and UX design for the past 7 years From concept and protoyping to interface design I can span the process or focus on one piece.

I have a deep understanding and passion for technology coupled with a strong technical and conceptual background in design and the tools and processes to understand and act on business objectives. This has helped me to shape a variety of fortune 500 brands.

Contact Me

🏠 31 Woodruff Ave, Apt 2M
Brooklyn, NY 11226

📱 347.721.6071

✉ cmota@cm-rdesign.com

www www.cm-rdesign.com

💼 Experience

03/16-Present   User Experience Designer

Fidelity UXD

- Conceptualizes and developes industry leading financial technology products and tools
- Designs strategies and UI for vision products with 5 to 8 year outlooks
- Collaborates with complex teams including business, technology, research and design to tailor the next generation of investor tools and services

02/14-08/15   Associate Creative Director

Theorem

- Designed and oversaw the development of cross-platform digital experiences. Creating award winning work for various Fortune 500 clients including brands, agencies and publishers
- Guided and mentored in house and near shore design and development teams creating project management systems and work flows resulting in a 30% increase in efficiency and higher morale. Integrated agile and scrum processes to enhance current systems
- Worked with media and client services as part of the pitch team to provide effective and creative solutions to clients

01/13-08/15   Creative Strategist/Designer

Theorem

- Collaborated with design and technology teams to ensure the most effective and streamlined solution is developed given client KPI's
- Formulated solution centric strategies based on user experience methods and in field research (E.G. persona diagrams, user journey mapping, user interviews, A/B testing, among others)
- Efficiently conceptualized and prototyped products using lightweight tools such as axure, invision and sketch, among others
- Developed client partnerships providing them with the latest technology and trend information as well as project management information throughout the engagement

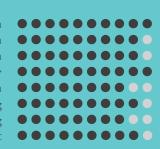**03/11-01/13**   Director of Strategy & Design

Red Seven Productions

- Assessed the scope and strategy for brand specific solutions within print, web and video
- Worked with designers and developers to create e-commerce experiences for a variety of small to mid sized brands
- Utilized various research methodologies to assess customer needs and create tailored experiences within the digital environment

Skills

Software

photoshop	●●●●●●●●●○
indesign	●●●●●●●●●○
illustrator	●●●●●●●●●○
dreamweaver	●●●●●●●○●○
after effects	●●●●●●●○○○
axure	●●●●●●○○○○
omnigraffle	●●●●●●○○○○
office suite	●●●●●●●●●●
javascript/jQuery	●●●●●●●○○○
(D)HTML & CSS	●●●●●●●●○○
PHP, python	●●●●●○○○○○
sketch	●●●●●●●○○○
invision	●●●●●●●○○○
CMS (Wordpress, Joomla)	●●●●●●●○○○

Knowledge

UX research/design	●●●●●●●●●○
UI design	●●●●●●●○○○
creative direction	●●●●●●●○○○
digital strategy	●●●●●●●●○○
web design	●●●●●●●○○○
prototyping	●●●●●●●○○○
branding	●●●●●●○○○○
project management	●●●●●●●●○○

Languages

spanish native

english native

french basic level

Hobbies & Interests

cinema | cooking | art

running | mixology | video games

Values

curiosity

learning

fairness

creativity

08/07-11/12   Account Manager/Designer

New York Blood Center

- Executed market specific multi-layered campaigns; print, web, telemarketing to entice potential donors to take part in this life saving mission resulting in a year over year increase of donations
- Designed and implement these same campaigns from concept to execution and integrated the first social media strategy into the marketing mix
- Built collaborative relationships with partner organizations to spread the NYBC mission

09/06-07/07   Marketing Associate/ Designer

Chase Credit Card Services

- Worked with Chase Credit Card Services in the design and marketing strategy of several retail partners, Including Toys "R" Us, Babies "R" Us, United Airlines, Starbucks, Marriott, and IHG
- Trained in a variety of market research methodologies and reported and assessed card performance and provided actionable insight in how partner employees recommended Chase products

Education

08/13-05/15   Pratt Institute

Masters of Professional Studies, Design Management

- Lead thesis team to construct an award winning strategy and design for a food logistics service for under served neighborhoods in east Harlem. Currently being explored by the city of New York for potential funding
- Lead a strategic technology team to develop a "smart" wall product which won the "Most Innovative" product award at the yearly Pratt technology competition and is currently in development.
- Graduated with highest honors

08/01-05/06   University of Arizona

Bachelor of Arts, Art History

- Gained advanced experience in research methodologies and tactics which allow for trend forecasting and analysis
- Studio concentration in visual communication
- Exhibited work at the Lionel Rombach and Joseph Gross Galleries

Bachelor of Arts, Architecture

- Developed spatial and behavioral systems for a variety of projects
- Training in Adobe programs such as: Photoshop, Indesign, Illustrator
- Training in 3D rendering software: 3DS Max, Maya, Autocad
- Focused on Architectural design with 4 years of Studio training