



Alyssa Ramirez

CREATIVE DESIGNER, RESEARCHER & STRATEGIST

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EDUCATION

M.A. Design & Innovation

Cal State Northridge

Expected Fall 2027

Focus: Design Strategy, UX Research, Brand Systems, Product Thinking

UX Design Certificate

CareerFoundry

2024

UX Theory, Design Thinking, User Research, Personas, IA, Wireframing, Prototyping, Usability Testing

B.A. Cinema & Television Arts

Cal State Fullerton

2023

SKILLS

DESIGN

Figma, Adobe Illustrator, InDesign, Photoshop, Canva, Framer, Design Systems

ACCESSIBILITY

WCAG 2.1 Compliance, ADA-Compliant PDF Remediation, Accessible Data Tables

RESEARCH & STRATEGY

User Research, Usability Testing, Heuristic Evaluation, Surveys & Interviews, Competitive Analysis, Journey Mapping

AI TOOLS

Claude, ChatGPT, Perplexity, Figma Make AI

TOOLS

Notion, Miro, Trello, Monday.com, Slack, Dovetail, Typeform, Google & Microsoft Suite

SUMMARY

Creative Designer and Researcher with a background in operations and process design, currently completing an M.A. in Design & Innovation. Experienced in accessibility-focused UX work, design systems, and research-driven problem solving, with hands-on case studies spanning brand strategy, product design, and inclusive design practices.

EXPERIENCE

Administrative Project Coordinator

Irvine, CA

Ramboll

April 2024–Present

- Leading redesign of internal communications system by defining a design brief, building a repeatable design system, and deploying Outlook-compatible email templates to 168+ staff across the Southwest business unit
- Manage end-to-end coordination of billable client deliverables (Phase I reports, technical proposals, CRM project setup, contract routing, invoicing) and remediate confidential client reports (100+ pages, ~50 data tables per site) to ADA/WCAG-compliant PDF standards
- Co-chair global Women of Color employee network group, coordinating speaker programming and communicating initiatives across regions

Administrative Assistant, Business & Systems Operations

Irvine, CA

DePasquale, Kelley & Company

April 2022–March 2024

- Led the tax bill department, managing property tax obligations for 10 major clients across 100+ parcels in counties nationwide, obtaining bills and tracking payments to ensure accuracy and on-time processing
- Maintained and updated client account profiles using ACT and OneSource platforms, and sent clients regular status reports on outstanding and upcoming tax obligations
- Conducted a usability analysis of the company website and presented gap findings and improvement recommendations to leadership

Script Editor and Reader (Internship)

Remote

Whitewater Films

August 2022–December 2022

- Evaluated 20+ film and TV scripts for narrative cohesion and audience engagement, authoring executive summaries with structured feedback for the development team

Earlier roles available on request.

DESIGN PROJECTS

A24 x Warner Bros. Discovery: Brand Strategy & Guidelines

M.A. Design & Innovation, CSUN

Solo Project

- Produced a 44-page brand guidelines document for a hypothetical acquisition, covering logo system, typography, WCAG-compliant color system, voice and tone, and governance

Bumble: Accessibility Redesign

M.A. Design & Innovation, CSUN

Team Project, Lead

- Led a six-week accessibility audit and redesign against WCAG standards, building a persona-driven prototype and redesigning Settings and Notifications flows

Additional case studies at alyssaramirez.com