

Alyssa Ramirez

Creative Designer, Researcher & Strategist
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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.

EDUCATION

M.A. Design & Innovation

California State University, 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

California State University, Fullerton 2023

EXPERIENCE

Administrative Project Coordinator

Ramboll, Irvine, CA 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

DePasquale, Kelley & Company, Irvine, CA 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)

Whitewater Films, Remote 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 AND CASE STUDIES

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

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