

Xally Ramirez

UX/UI DESIGNER

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EDUCATION

Academy of Art University

San Francisco, CA

Bachelor of Fine Arts Interaction & UI/UX Design – STEM Designated

Dec 2025 GPA 3.9

Relevant Coursework: Human-Computer Interaction, Web Design, Motion Graphics, Visual Design, User Experience, Typography, Graphic Design, Visual Communication.

EXPERIENCE

Freelance, Mexico City

May 2024 - Present

Content Strategist

- Hired by a weight control clinic in Mexico to help with their marketing campaign. Conducted content audits to identify gaps and optimize materials. Increased user engagement by an average of 25%.
- Wrote campaign copy and designed social media flyers in Illustrator. Edited non-professional photos in Photoshop for polished visual consistency.

GPS Total, Mexico City

May 2023 - August 2023

Content Strategy Intern

- Designed a user manual from scratch in InDesign, including an index menu, hyperlinks, and screenshots and wireframes highlighting key features, reducing customer support inquiries by 30%.
- Developed and implemented a content strategy to improve user engagement on digital platforms, improving communication and accessibility and leading to a 20% increase in website traffic.

Ghiasi & Company, Mill Valley, CA

June 2022 – November 2022

Process Optimization Intern

- Scanned and organized a decade of client documents with cohesive naming conventions. Entered and verified data, identifying inefficiencies and improving processing time by 30%.
- Developed a client feedback system, improving communication and raising client satisfaction scores by 15%.

2 Crazy Nutz, Mexico City

April 2020 – May 2022

CEO & Co-Founder

- Developed and launched a successful business strategy to introduce nut butters to the Mexican market, securing retail partnerships and driving a 700% increase in sales within the first year.
- Built the brand identity from scratch, including the product name, logo, and packaging design, establishing a strong, distinctive presence.
- Defined the target audience as fitness and nutrition enthusiasts aged 20-30, and created a social media campaign as the face of the brand, building loyalty and a solid base of returning clients.

ACADEMIC PROJECTS

VinFast Sponsored Advertising Project

September 2024 – December 2024

ADV 695 – Future Agency

- Collaborated with four group members to develop an advertising campaign aimed at attracting new customers in the U.S. market and presented to a panel of VinFast executives.
- Determined the target audience, calculated the market potential, developed an ad strategy, and created an InDesign presentation deck.
- Utilized mockup templates in Photoshop, Adobe Firefly, Illustrator, and Figma to visualize creative concepts across OOH, social media, and print channels.

TECHNICAL SKILLS

Figma, Adobe XD, Photoshop, Illustrator, After Effects, Premiere, InDesign, Office, Sketch, Intermediate HTML/CSS/JavaScript