

# Xally Ramirez

Product Strategy & Product Design

[xallyramirez.com](http://xallyramirez.com) • (415) 769-6659 • [xally@xallyramirez.com](mailto:xally@xallyramirez.com) • [Linkedin.com/in/xallyramirez/](https://www.linkedin.com/in/xallyramirez/)

Product-minded builder experienced in taking ideas from discovery to validated prototypes. Strong in problem definition, user research, prioritization, and cross-functional collaboration. Entrepreneurial background with experience launching and scaling products, combining strategic thinking with hands-on execution.

## EDUCATION

### Academy of Art University

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

San Francisco, CA

May 2026 GPA 3.9

**Relevant Coursework:** Human-Computer Interaction, Web Design, Motion Graphics,

Visual Design, User Experience, Typography, Graphic Design, Visual Communication, AI Design

## EXPERIENCE

### Corporate-Sponsored Automotive Project – *Product Experience & Concept Development*

Fall 2025 – Ongoing

*Academy of Art University, Dept. of Industrial Design*

- Defined future mobility use cases in collaboration with industrial and product teams, prioritizing high-impact experience opportunities.
- Translating research into interactive prototypes, balancing usability, accessibility, and technical feasibility.

### Ethical Lens – *Product Strategy & Design*

Spring 2025

- Led 15+ interviews with online shoppers to understand why ethical purchasing intent rarely translates into action. Identified friction around time, trust, and information overload as primary barriers.
- Established a browser plug-in as the MVP instead of a standalone app to reduce adoption friction and integrate directly into existing shopping behavior.
- Prioritized simplified ethical scoring over full supply-chain transparency for initial release, balancing impact with technical feasibility.
- Validated real-time scoring concept through iterative prototype testing to assess impact on purchase decisions.

### Neareal – *Product Strategy & Design*

Spring 2025

- Led exploratory research with 13 users to understand why dating apps fail to translate into meaningful in-person connections. Identified fear of approaching strangers and shallow matching as primary friction points.
- Defined an MVP focused on proximity-based discovery and guided in-person interaction, intentionally excluding traditional swiping mechanics to reduce surface-level engagement.
- Mapped end-to-end user flows for profile setup, real-time proximity alerts, and post-connection follow-up features.
- Tested low-fidelity prototypes to validate comfort levels around approaching nearby matches, iterating on UI prompts and conversation scaffolding to reduce social anxiety.

### PunchLab Redesign – *Product Redesign (Retention Strategy)*

Fall 2024

- Conducted competitive analysis and user research to uncover engagement gaps and address drop-off post-onboarding.
- Shifted redesign focus from visual refresh to retention strategy, prioritizing streak tracking, milestone visibility, and social reinforcement over adding new workout features.

## ENTREPRENEURSHIP & CREATIVE LEADERSHIP

### 2 Crazy Nutz — *Co-Founder & Product Lead*

Summer 2020 - Fall 2022

- Launched a nut butter brand from concept to retail, securing partnerships that led to a 700% increase in sales in year one, establishing a strong market presence.
- Designed the brand identity, packaging, and visual storytelling, building a distinctive presence in Mexico's food sector.
- Defined the target audience (fitness & nutrition enthusiasts aged 20–30) and created a social media campaign that built loyalty and repeat customers.
- Managed end-to-end operations, including product strategy, retail relationships, and marketing campaigns.

## TECHNICAL SKILLS

**Product:** Discovery, MVP Scoping, Prioritization, Roadmapping

**Research:** User interviews, usability testing, A/B testing

**Tools:** Figma, Notion, Adobe Creative Suite, HTML/CSS/JS, Motion Design

**Languages:** English, Spanish