

GERONIMO C RAMOS

DESIGNER + ENTREPRENEUR

626.205.0491 | geronimocramos@gmail.com | geronimocramos.com

EDUCATION

USC Marshall School of Business
BS Business Administration
2013-2015

Art Center College of Design
Night Course, Product Design
2014

University of Navarra
International Business, Spanish
Exchange Semester in Spain
2014

SKILLS

Intercom
Zendesk
Phone
Sketch
Principle
Marvel/Invision
Final Cut Pro

User Research
UX + UI Design
Prototyping
A/B Testing
Presentation
Writing
Problem Solving

Project Management
Facilitation

EXPERIENCE

UX DESIGN + CUSTOMER EXPERIENCE, OUTDOORSY

San Francisco, CA | 2017 - Present

- Supported thousands of customers with various issues over the phone, Intercom, and Zendesk - built systems to reduce full-resolution time
- Developed a system to communicate direct customer feedback from Support team to Product team
- Designed flows and features from end-to-end to improve the online/offline experience for users that meet business objectives

PRODUCT DESIGNER, TRADecraft

San Francisco, CA | 2016

- Consulted clients to develop project scopes, timelines, and expectations
- Conducted design research + usability testing for product development
- Designed wireframes, low-fi mockups, and hi-fi prototypes
- Clients: Feastly, Stroll Health, Chime, AVA

DESIGN + TALENT STRATEGIST, ASHOKA

Arlington, VA | 2016

- Coordinated a partnership between IDEO and Ashoka Changemakers in adopting the OI engine platform for increased user engagement
- Managed and redesigned the summer internship program
- Built and maintained critical talent pipeline systems

DESIGN STRATEGIST, GO PROJECT

Panama City, Panama | 2015

- Managed a team conducting design research for a government website
- Facilitated design strategy sessions for startups and NGOs
- Co-founded an initiative that brought nonprofits, entrepreneurs, and federal government entities together for economic development

DESIGN LEAD, THINKIMPACT

Kenya | 2013

- Conducted a full-immersion design project for a village in rural Kenya
- Recruited and lead a design team of local community leaders to tackle challenges in poverty alleviation
- Pitched our final prototype to government officials which projected a 1,800% increase in profit for local farmers