

Kim Kiser Ramirez

I am an end-to-end product designer with 7+ years of experience, most passionate about partnering with stakeholders and customers to design solutions to empower customers to do their best work.

Senior Product Designer | PANTHEON | MAR 2018 - CURRENT

Product Designer | PANTHEON | MAY 2016 - MAR 2018

I design software to enable development teams to build, launch, and maintain websites without worrying about infrastructure, provide design leadership to business initiatives by partnering with product managers and engineers to help define requirements and make recommendations, and create structure for the design process and methods.

- Provided design leadership to support company pricing and packaging initiative - improved value communication and presentation of offers, redesign of the purchasing experience to reduce friction, and design of a new annual billing option. This work contributed to the company's 46% net new revenue growth year over year, and 40% increased sales efficiency.
- Partnered with PMs and engineering teams to plan, execute, and synthesize user research to recommend product direction for disaster recovery offer, custom SSL certificate offer, and first time user experience multivariate tests with one test resulting in a 10% key metric improvement.
- Researched ways to increase usage of Pantheon's command line utility; proposed and designed an official manual, resulting in a manual that is consistently the top-ranked page of the documentation.
- Iteratively approached development of a new capability enabling developers to customize their site starter kit. Tested prototypes and early releases to clarify and prioritize features that would deliver the most value, resulting in the team delivering continuous improvements for customers.
- Created structure and process improvements for the design practice, resulting in a more strategic organizational approach to design and speedier iteration cycles.

Lead Designer | BINWISE | OCT 2014 - APR 2016

I led the design for a beverage management SaaS product for restaurants, introduced a human-centered design process, developed design principles and style guide to reduce redundant work, and redesigned several areas of the platform.

- Led inventory system redesign, turning a 7-step process into a 3-step process that conveyed clear guidance and a more understandable presentation, resulting in reduced user frustration, time spent on task, and number of support tickets received.
- Led redesign of item barcode printing to make inventory counting more efficient by making existing controls more discoverable and identifying need for new functionality such as file management, and bulk item management.
- Led concept design envisioning a new dashboard section displaying the customer's realtime inventory and financial state.
- Introduced user research techniques learn customer pain points and to test feature ideas before implementation, developed personas to focus the product design, and led effort to create a style guide which resulted in a more cohesive UI for customers and decrease in engineering and design time.

UI Designer | SCHELL GAMES | AUG 2011 - OCT 2014

I designed user interfaces for educational desktop, mobile, and location-based games, defined user flows, iterated through playtesting, created and implemented art assets, acted as art lead on several projects, advised the UI for other projects, and mentored junior artists and interns.

- UI Lead for an immersive location-based game for Children's Museum of Houston, working with art director and producer to define milestones, communicate expectations to client, and define UI art direction
- Led UI design for first phase of Lexica, a role-playing language arts tablet game, worked closely with the game designers to establish the user interface direction for the game.
- Art lead and UI designer for Inklings, a Lexica minigame on tablet. Assisted art direction and management of a 3 person art team, ensured visual consistency across artists through creating and maintaining a style guide, established wireframe user flow, created concept art and assets, implemented art for 34 levels and user interface. Game received a Gold Medal at the Interational Serious Play Awards in 2014.
- Led UI design for Daniel Tiger's Neighborhood companion PBS website, games, and print-outs. Defined site map, layout, visual design, game UI, and print content following PBS brand guidelines. Worked with game designer and PBS to map out flow of the website and games so that all of the interactions were fun for preschoolers and intuitive for parents/guardians.

Volunteer

Mentor, Technovation Challenge 2018

Conference Associate Volunteer, Game Developer's Conference, 2010-2012

Education

Carnegie Mellon University | Master of Entertainment Technology | 2011

Saint Vincent College | Bachelor of Arts in Studio Art & Art History | 2007 | magna cum laude