

Kim Kiser Ramirez

My approach to design focuses on working with stakeholders to define the problem space with respect to business goals, applying design research methodologies to identify relevant customer problems, and conducting rapid prototyping and testing to scope a design solution. Ultimately my goal is to deliver the right product for customers while achieving business results.

Antenna Labs (acq by Athenascope, 2020) | MAY 2019 - Current

Lead Product Designer

Led design for an early stage startup, working with the founder and engineering team to create an analytics dashboard for Twitch broadcasters to deliver business insights.

- Conducted user research activities and prototype testing to scope MVP requirements; designed and worked with lead engineer to implement the MVP, and launched on schedule in August 2019 to an initial cohort.
- Managed and prioritized user feedback to implement new features, including: a game recommendation interface, additional metric visualizations, and a clearer visual design, resulting in a retention rate increase of +32% for our second cohort. Additional designs created include a leaderboard, a games analysis, community stats, and insight summaries.
- Defined standards and process for design, created a style library, and partnered with engineering to implement reusable design patterns, resulting in fast shipment of new features.
- Established process for agile design and development, managed backlog, and assisted founder with prioritization of team tasks.

Pantheon | MAY 2016 - NOV 2018

Designed software to enable development teams to build, launch, and maintain websites, provided design leadership to business initiatives by partnering with product and engineering to define requirements, and created structure for design process and methods to increase team efficiency.

Senior Product Designer

- Provided design leadership to support company pricing and packaging initiative by improving value communication and presentation of offers, redesign of purchasing experience to reduce friction, and created new design for annual billing. This work contributed to the company's 46% net new revenue growth YOY and 40% increase in 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.

Product Designer (May 2016 - Mar 2018)

- 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 including previously unknown user needs.
- Created structure and process improvements for the design practice, resulting in a more strategic organizational approach to design and speedier iteration cycles.

BinWise | OCT 2014 - APR 2016

Lead Designer

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 to decrease customer frustration and time spent on tasks.

- 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.

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BinWise (cont'd)

- 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, 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 decreasing engineering and design time.

Schell Games | AUG 2011 - OCT 2014

UI Designer

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, worked with art director and producer to define milestones, communicate expectations to client, and define UI art direction
- Led UI design for Lexica (version 1), 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 tablet game on iOS and Android. Assisted art direction and management of a 3 person art team, ensured visual consistency across artists by creating and maintaining a style guide, established user flow, created concept art and assets, implemented art for 34 levels and user interface. Game won a Gold Medal at the 2014 Interational Serious Play Awards.
- 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 client to map user flows of website and games to create fun interactions for preschoolers while remaining intuitive for parents and guardians to use.

Volunteer

Mentor, Hexagon Bay Area UX, 2019

Mentor, Women in STEM Mentorship Program, 2018-2019

Mentor, Technovation Challenge 2018

Conference Associate Volunteer, Game Developer's Conference, 2010-2012 [March]

Education

Carnegie Mellon University | Master of Entertainment Technology | 2011

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