

# kenrickramsay

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Interaction designer with experience in front-end prototyping, design systems, and content management systems.

## Education

**School of Visual Arts** Class of 2020  
MFA, Interaction Design  
New York, NY

**Johnson & Wales University** Class of 2014  
BS, Graphic Design & Digital Media  
Providence, RI  
GPA 3.7

## Skills & Tools

### Design

Interaction Design, Storyboarding, User Flows, Concept Sketching, Wireframing, Prototyping, Affinity Diagramming, Data Visualization, Micro-interactions, Journey Mapping, Information Architecture, User Interface Design

### Research

User Interview, User Research, Usability Tests, Comparative Analysis, Statistical Analysis, Desktop & Primary Research, Empathic Research, Field Study

### Tools and Languages

Adobe CC, Figma, InVision, Principle, Sketch, Wordpress, HTML/CSS, JS, jQuery, React

## Recognition

**Adobe Fall 2019 Creative Jam**  
Semi-Finalist

**Johnson & Wales University**  
Student of Excellence 2014

**University Honors**  
Annual Dean's List Recipient 2010-2014  
Cum Laude Graduate, 2014

## Experience

### Smart Design | IxD Intern | New York, NY | Sep-Dec 2020

- Worked with various stakeholders (from product engineering to UI design) to define problems, design solutions, and set product roadmap.
- Developed an interface design system for a pharmaceutical client, in coordination with Sr Interaction Design and Exec. Design Director.
- Launched new features and micro-interactions to the core product to simplify system management and component controls.

### NY Post | UX Design Intern | New York, NY | July - Aug 2019

- Designed and developed internal products for the Human Resources department, resulting in a 40% increase in employee usage.
- Implemented and maintained a new digital style guide and component library, which reduced development times for engineering projects which speed up production and implementation.

### NYC DoITT | Design Associate | New York, NY | July - Aug 2019

- Researched past and present NYC SmartCity projects.
- Designed a new layout for the 2019 SmartCity projects catalog.
- Developed and systemized an IoT branded visual signage system used in the public space in the NYC area.

### Good2BSocial | Jr. Web Designer | NYC | Nov. 2017 - Dec. 2018

- Developed various CMS website (custom content management systems) for law firm and medical office practices in coordination with account managers and design manager.
- Created wireframes, user flows, and information architectures for small to large-scale sites designed to be responsive, user-friendly, and SEO optimized.
- Clients had a substantial increase in conversions of new clients and partnerships.

### Transit Wireless | Lead Designer | NYC | Oct. 2015 - Aug. 2017

- Led and managed rebranding and development for both B2B and B2C websites and intranet.
- Created branded collateral for departments, increasing potential partnerships and presentations for government officials for annual debriefs
- Implemented similar designs across the organizations' other entities in Toronto, Hong Kong, and Australia.

### myNivo. | UI & UX Design Intern | NYC | Nov. 2014 - Mar. 2015

- Updated and maintained design systems, files, and libraries to ensure visual consistency across the product.
- Executed UI designs and package, specs, and prep for iOS and Android devices development.
- Built out multi-version comps for user testing and A/B testing.
- Implemented with the development team of features to ensure my designs meet user and business needs resulting in a 30% increase in-app downloads.