



Hello, I'm Yinnette. I don't just design digital experiences, I redefine them.

Merging creativity with strategy to deliver UX research and design that transforms your digital ecosystem. Let me guide you through a digital transformation and elevate your user experience to new heights.

Contact

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- Address: United States



Yinnette Ramirez

User Experience Strategist and Product Designer

“Listening to your users costs nothing, however, not listening will cost you users.”

Education

- Google
User Experience Certification
January 2024
- Luma Institute
Design Thinking Certification
Aug 2023
- New York Times
Lean Six Sigma – Green Belt
Dec 2012

Socials

- Instagram
[@yinnette](#)
- Dribbble
[@yinnette](#)
- LinkedIn
linkedin.com/in/yinnette/

Languages

- English
Native Fluent
- Spanish
Native Fluent

Experience

- User Experience(UX) Designer, Principle Lead
Discover Financial / Discover Technology Academy
Nov 2021 – April 2024 Remote

At Discover Financial, I spearheaded UX Ops and CraftWorx, enhancing user experiences, standardizing UX best practices, and spearheading workforce development. My leadership role extended across driving CraftWorx Core design methodology, ensuring standards compliance, and pioneering UX research initiatives to bolster Discover's digital innovation and success.
- User Experience Designer, Senior Manager
V12 Data, Porch Group
Feb 2020 – Jul 2021 Remote
- User Experience Designer, Director of UX
SiteZeus
Nov 2017 – Dec 2019 Hybrid, Tampa, FL
- User Experience Designer, Senior Principal, User Experience Practice
Cardinal Solutions
Aug 2014 – Nov 2017 Hybrid, Tampa, FL
- Sr. User Interface Designer
Mad Mobile
Sep 2010 – Jul 2013 Onsite, Tampa, FL

Skills

User Experience	Research & Strategy	Product Design
User & Stakeholder Interview	Design For Insights	User Interface Design
Process Mapping	AI Intergration	Design Systems
Design Thinking	Research and Planning	Brand Management
Wireframing	Competitive Analysis	Illustration
Usibility & Accessibility	Digital Transformation	Iconography

Tools

Adobe Illustrator Brand Design & Illustration	Adobe Xd Web Design	Adobe Photoshop Image Editing	Figma Digital Design	Maze Web Design
Miro Digital Whiteboarding	Asana Product Planning	Jira Product Planning	Microsoft Office Digital Asset Management	Git Hub Version Control