

María Fernanda Ramírez

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Education

NORTHEASTERN UNIVERSITY

PhD. Interdisciplinary Design and Media
Research Area: Extended Reality

Boston, United States
Expected 2027

POLITECNICO DI MILANO

MSc. Digital and Interaction Design
Merit Based Academic Scholarship
Relevant Coursework: Envisioning AI through Design

Milan, Italy
2022

UNIVERSIDAD SAN FRANCISCO DE QUITO

BA. Interactivity and Multimedia
Magna Cum Laude
Best Graduation Project

Quito, Ecuador
2019

Experience

NTT DATA - TANGITY

UX and Service Designer

Milan, Italy
06/2022 – 08/2023

- Consultant for a renewable energy corporation. Involved in the research and design process of the application to be used on field.
- Participated in interviews with the stakeholders and took part in the analysis of the results obtained.
- Translated the results into wireframes. Main conceptualisation.
Tools Used: Figma, Miro, Mural.

NTT DATA - EVERIS

UX and Interaction Designer

Barcelona, Spain
02/2022 – 06/2022

- Consultant for an Aerospace Company. Involved in the research and design process of the Cloud Platform.
- Worked with stakeholders to define the requirements and develop the solution.
- Participated in interviews and co-creation workshops with the main users and took part in the analysis of the results obtained.
- Translated the results into wireframes, mockups, and fully functional prototypes using the existing design system.
- Provided support to the team by bridging the developers' requirements and the design proposal in terms of feasibility.
Tools Used: Figma, Sketch, Miro, Mural.

ASTRALINTU SPACE TECHNOLOGIES

Quito, Ecuador

Design Lead

03/2021 – Present

- Team lead in the design of a deployment service to transport satellites to space and release them into orbital slots.
- Framing of the design project goals and timelines.
- Facilitator of participatory design sessions.

Tools Used: *Figma, Miro, Mural.*

GRUPO EL COMERCIO

Quito, Ecuador

Digital Product Designer

06/2019 – 03/2022

- Redesigned company's subscriber's site and mobile app.
- Redesigned the company's radio homepage;
- Coordinated the web development team, both for the editorial and the marketing side of the company.
- Design and development of landing pages to help journalists tell stories.

Tools Used: *Figma, Miro, Html, Javascript, Gatsby.*

ITZAM DEV

Quito, Ecuador

Interaction Designer

11/2019 – 12/2020

- Led the design of an insurance company's help request app, starting from the research, conceptualisation, wireframes, testing, and final release of the app.
- Led the design of a platform to manage a car's selling company, customer relations, and employees.

Tools Used: *Figma, AdobeXD, Miro.*

UNIVERSIDAD SAN FRANCISCO DE QUITO

Quito, Ecuador

Augmented Reality Designer

04/2019 – 07/2019

- Scenes design for the Augmented Reality Application: Weather Travellers.

Tools Used: *Unity (C#), Maya.*

Skills

Technical:

Design and Prototyping tools, including Figma, Sketch, AdobeXD, and Unity (AR/VR).
Programming languages for Front End Development including JavaScript, HTML, React, Gatsby, Node.js, MongoDB, as well as C# for Unity and C++.

Design Skills:

Interaction Design, User Interface, User Research.

Languages:

Spanish Native, English C1, Italian B2, French B1.