

MARTIN FIGUEROA-RAMIREZ

PRODUCT DESIGNER • WASHINGTON, DC — NEW YORK, NY

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WORK EXPERIENCE

CAPITAL ONE

DESIGN MANAGER • 2023 — PRESENT
EXPERIENCE DESIGNER • 2018 — 2023

- Led the creation and presentation of the future vision for the small business digital experience, resulting in a first-of-its-kind multi-million dollar investment by business partners
- Designed information architecture and navigation enhancements that boosted feature engagement by 400%+
- Mentored junior designers, stood up dedicated office hours, and facilitated educational workshops for elevating craft across the team
- Introduced new design methodologies to improve team efficiency and quality of design work

ROM DESIGNS

FOUNDER / LEAD DESIGNER • 2012 — 2018

- Grew and operated design agency from the ground up, resulting in successful partnerships with companies like Nike, Jordan Brand, & Blackboard
- Led end-to-end product design for key B2B and B2C projects that have received global recognition
- Produced wireframes, prototypes, and high-fidelity designs that have been successfully developed and deployed
- Collaborated with engineering teams to produce scalable design system libraries for multiple clients

PLANET 3

UI DEVELOPER • 2016 — 2017

- Designed and coded mobile and web interfaces for a nation-wide digital educational gaming platform
- Worked closely with partner developers and product managers to translate business needs into functional prototypes
- Served as the liason between the in-house product team headquartered in Washington DC and the international team of developers and designers

EDUCATION

UNIVERSITY OF MARYLAND, BALTIMORE COUNTY • 2007 — 2011

BA, Media & Communication Studies – New Media Design

DESIGN TOOLS

- Figma
- Sketch
- Adobe XD
- Illustrator
- Photoshop
- Lucid
- Pen & paper

ADDITIONAL SKILLS

- Design systems (scalable component structures, library maintenance, & socialization)
- Design strategy & research (workshop facilitation, journey mapping, & user testing)
- Front-end development (HTML, CSS, JS — Vanilla & React)
- Agile methodologies (Jira & Airtable)
- Bilingual (English & Spanish)

AWARDS & RECOGNITION

- Capital One Rock-It Award nominated by design peers across Capital One for design leadership and quality of craft
- 3x Capital One Inventor Award for authoring and designing multiple patents at Capital One
- Sneaker Freaker Magazine's Staff Pick — 10 of the World's Best Sneaker Artists recognized for brand design and creative illustration work