Celina Ramirez

UI /UX · VISUAL DESIGN · WEB DESIGN

With 18 years of experience in the web design industry, I am a seasoned Web Experience designer. Passionate about art, design, problem-solving, and continuous learning, I strive to create impactful digital solutions. My expertise lies in UI, web, graphic, email, and social media design. I love collaborating with creative minds and exploring innovative ways to inspire and connect with my audience.

📞 210-232-6526

✉ celidanielle2000@gmail.com

🌐 www.creativenovadesign.co

EDUCATION

The Art Institute of San Antonio–2014
Bachelor of Fine Arts in Advertising Design

TOOLS

Figma

Adobe XD

Adobe Photoshop

Adobe Illustrator

Adobe InDesign

EXPERIENCE

GE Healthcare - Houston, TX - October 2021–Present
Senior Web Experience Designer

As a Senior Web Experience Designer on the Web Experience Design team at GE HealthCare, I lead the design and management of the GE HealthCare website design system across 32 global sites. My role combines strategy, creativity, and cross-functional collaboration to deliver intuitive, user-centered digital experiences that align with business goals and global brand standards.

• Partner with internal marketing stakeholders to assess existing web experiences, uncover pain points, validate needs, and co-create solutions that drive measurable impact.
• Translate business requirements and user insights into wireframes, prototypes, and high-fidelity interface designs—iteratively refining solutions grounded in research, design patterns, and UI best practices.
• Collaborate closely with Digital Experience and Technology teams to transform user journeys and feedback into scalable, future-forward web experiences.
• Present and articulate design rationale to stakeholders at all levels, ensuring clarity, alignment, and shared understanding across technical and non-technical audiences.
• Simplify complex technical concepts into accessible, actionable insights tailored to diverse audiences.
• Partner with global marketing teams to deepen market understanding and continuously evolve our digital presence to reflect business priorities.
• Audit, challenge, and reimagine current webpage structures—proposing innovative experiences that digitize processes, streamline engagement, and empower users.
• Design tools, components, and frameworks that balance business objectives with brand integrity and user needs—validating through both quantitative and qualitative research.
• Collaborate with external agencies and e-commerce teams to strengthen and scale the GE HealthCare design system, ensuring consistency, efficiency, and cohesion across all digital touchpoints.

Visionworks of America - San Antonio, TX - April 2016–September 2021
Creative Web Designer

• Sketched, wireframed, and designed interfaces that are used to help drive sales in stores
• Designed and implemented digital solutions for the e-commerce website
• Designed landing pages, emails and digital assets that support online and in-store promotions
• Created digital billboards and web banners for external marketing audiences
• Designed print and digital ads for Visionworks stores
• Collaborated with Art Directors and Copywriters to create social ads, email promotions and campaigns
• Worked with the e-commerce team in the creation of UI designs for the Visionworks website
• Worked with web developers to create effective interfaces that are user and mobile-friendly
• Collaborated with partners, and design marketing material that support in-house and national brands
• Met with stakeholders to present solutions to problems encountered on the e-commerce website

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ACA Digital - San Antonio, TX - December 2014–April 2016
Digital Art Director

- Developed digital and print campaigns
- Collaborated with writing team and creative director to brainstorm creative ideas
- Created website designs, web banners, logos, and newsletters for email campaigns
- Planned and designed digital interfaces, beginning with conceptualization, to the creation of prototypes
- Developed extensive wireframes and flowcharts to guarantee a good user experience
- Sketched out and designed custom shopping carts for e-commerce websites
- Incorporated web and mobile designs into InVision, and setup interactive prototypes
- Provided guidance and direction to junior art directors and interns

Visual Net Designs - San Antonio, TX - June 2006–October 2014
Design Coordinator / Web Designer / Graphic Designer

- Planned and designed digital interfaces, beginning with conceptualization, to the creation of prototypes
- Developed extensive wireframes and flowcharts to guarantee a good user experience
- Sketch, wireframe, and design custom shopping carts for e-commerce websites
- Created website designs, web banners, and newsletters for email campaigns
- Managed design team and added tasks to creative team members
- Collaborated with the design and programming teams to create custom digital solutions

SKILLS

- **UX & UI Design** – Sketching, wireframing, prototyping, and delivering high-fidelity interface designs
- **Design System Management** – Designing modules and components, guiding decision-making, and overseeing system governance to ensure global consistency
- **Visual Design & Accessibility** – Expertise in typography, layout, responsive web design, and accessibility (WCAG/ADA compliance)
- **Cross-Functional Collaboration** – Partnering with marketing, product, and technology teams to align design with business objectives and user needs
- **Strategic Problem-Solving** – Translating complex challenges into clear, intuitive, and scalable design solutions
- **Project Organization** – Skilled in prioritizing, structuring, and delivering projects across multiple global stakeholders
- **Web & Mobile Experience Design** – Creating seamless, scalable digital experiences across platforms
- **Tools & Technology** – Proficient in Figma, Sketch, Adobe Creative Suite, Microsoft Office, iWork, and collaboration tools such as Miro, Jira, and Confluence