

# JOHNNIER “JOHNNY” DILAN RAMIREZ III

## Senior UI/UX Manager | Designer | Front-End Developer

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### SUMMARY

Experienced Senior UI/UX Manager and former Front-End Developer with over 17 years in creating user-focused, innovative digital experiences. Adept in combining design expertise with AI-driven workflow enhancements to drive efficiency and engagement. Recognized for building comprehensive design systems that improve consistency and collaboration across brands. Passionate about solving complex design challenges and delivering solutions that align with user needs and business goals.

### CORE COMPETENCIES

- UI/UX Research & Design
- Design System Creation
- Website Development
- Search Engine Optimization (SEO)
- Agile Project Management
- AI Prompt Engineering

### TECHNICAL SKILLS

- **Software:** Figma (Enterprise), Visual Studio Code, Adobe Creative Suite (Photoshop, Premiere Pro, Illustrator, After Effects), Microsoft Office Suite
- **Programming Languages:** HTML, CSS, GitHub Workflow, Basic JavaScript, jQuery, Bootstrap, Tailwind CSS
- **Other:** General Photography, 360 Photography, Video & Audio Production

### EDUCATION

#### Master's Degree in Design & Media Management

The Art Institutes - Miami International University of Art & Design, 2013

#### Bachelor's Degree in Graphic Design / C.I.S.

Design, Technology & Innovation, Troy University, 2004

### CERTIFICATIONS

- Google UX Design Professional Certificate
- Design Thinking

### PROFESSIONAL EXPERIENCE

#### WESCO

*Senior Manager – Digital Experience*

2024 - Present

- Lead strategic digital initiatives to enhance customer engagement and satisfaction through innovative, user-centric solutions.
- Oversee the development and execution of digital strategies aligned with business growth and customer journey improvements.
- Integrate AI research initiatives into UX processes, enhancing team productivity and effectiveness in meeting company goals.

### *Digital UX Manager*

2022 - 2024

- Developed a comprehensive design system that standardized UX processes across brands, boosting design efficiency and consistency.
- Managed a team of three designers, fostering growth through mentorship and feedback.
- Facilitated cross-department collaboration to incorporate UX in broader product strategy, driving user-centered design and impactful digital experiences.

### **SPOT Pet Insurance**

*Web Director / UI/UX Designer / Developer*

2020 - 2022

- Led UI design projects using Adobe XD and Figma, including comprehensive UX research and user flow optimization.
- Reduced website load times below 3 seconds and managed mobile-friendly redesigns.
- Enhanced SEO strategies and established a rebranding campaign, collaborating closely with upper management and underwriters.

### **GEO Care (Geo Group, Inc)**

*Digital Marketing Analyst / Front-End Developer*

2019 - 2020

- Produced website content and videos, maintained AWS LightSail infrastructure, and managed WordPress sites.
- Designed graphics and layouts while implementing front-end enhancements to improve user experience.

### **Banyan Hill Publishing**

*Front-End Developer*

2017 – 2019

- Managed high-traffic website properties with 5M+ monthly views, developed responsive email templates, and supported large-scale webinars.
- Established a strong social media presence for individual brands, boosting engagement and visibility.

**TBC Corporation**  
*Multimedia Designer*  
2014 – 2017

- Developed and managed digital signage content for TBC's brand family and created customer-facing interfaces.