

# ROBBIE RAMIREZ

## UX Architect • Innovator

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### Why Me?

I believe UX can shape an entire business ecosystem. Every interaction - digital or physical - influences how customers perceive a brand and offers a chance to create a positive, memorable experience. The difference between a good and great company is how well they identify and solve the hidden problems or friction points within the customer experience. I contribute by helping teams adapt to changing needs, identify what matters most, and implement practical improvements.

With over **25 years of experience**, including founding and leading two creative agencies, I bring an uncommon blend of hands-on production expertise and entrepreneurial drive to every project. I approach challenges holistically and with a beginner's mindset. My production background enables me to explore creative solutions with confidence, while keeping in mind the bigger, business-focused picture.

### 3M

#### Electrical Markets Global Experience Lead • 9 Years • Current Job

As part of the UX Pillar, I have developed our content architecture strategy along with standards and best practices for our team. By developing core UX assets, tools, documentation, and strategic templates, I have helped streamline workflows, enhanced team performance, and ensure consistent experience design across the eight global divisions within the Safety and Industrial Business Group.

With a focus on the Electrical Markets, I create website redesigns, continuous site optimization, and campaign-related digital experiences while applying our design system, pattern library, brand guidelines, and delivering insights from analytics to improve customer engagement and conversion.

### Robena Corp.

#### Founder • 3 Years

Founded and led a creative agency specializing in high-impact digital solutions, including websites, animation, and interactive experiences. Managed a small team and delivered end-to-end client solutions. Developed a configurable in-house design system and style library that streamlined production and enabled multiple clients to be supported from a unified codebase.

### IMMIX Productions

#### Co-Founder • 12 Years

Co-founded a digital startup and scaled into a company serving Fortune 500 clients and acting as the primary outsource for top Houston creative agencies. Led and grew business operations, managed key accounts, directed project execution, and contributed hands-on to a significant portion of production. Led the development of custom internal software, including a proprietary CMS and mass email campaign platform to enhance our business offerings and operational efficiency.

#### Leadership

- Business Strategy & Innovation
- Account Consultation
- Business Transformation
- Digital Marketing Strategies

#### Management

- Integrated Systems Strategy
- Design Systems & Pattern Library
- Customer Journey & Content Strategy
- Project Management & Roadmaps
- Internal Process Improvement
- Agile/Scrum Methodology

#### Production

- UX Design and Copywriting
- Wireframes & Prototyping
- SEO and Analytics
- Web and Database Development
- Interactive Presentations
- Branding and Graphic Design
- Motion Graphics & Video Editing
- 3D Animation
- Spreadsheet Wrangler
- Whiteboarding Workshops
- Print and Packaging Design
- Tradeshows Exhibits

#### Soft Skills

- Approachable, go-to expert
- Leadership and Delegation
- Self-Motivated and Proactive
- Creative Problem Solver
- Decision Making under Ambiguity
- Collaborative team player
- Tailored Audience Messaging
- Technical Sales Support
- Good Presentations Skills
- Strong Communication Skills

#### Software

- Figma
- Adobe CC Suite
- Blender
- Adobe Analytics
- Google Analytics
- Notion
- VS Code
- HTML / CSS / JS
- Office 365

### Education

#### Art Institute of Houston

Associates of Applied Science in Multimedia • 1998-2000

### Community

#### Austin Classical Guitar Board Member • 5 years