Ramiro Zeijlemaker

Senior UX Product Designer /
Strategist

Contact

hello@ramirozeijlemaker.nl
https://www.linkedin.com/in/ramirozeijlemaker/
+316 34082511

Summary

I am Ramiro, experienced Creative. As a UX Designer and Strategist, I have more than 8 years of experience with white-label SaaS applications. I love looking at the complete picture, from understanding the user through interviews, surveys, and accessibility research to creating interactive prototypes and annotated wireframes. Equally strong in hard and soft skills, I like to engage with various users or subject matter experts, translating what I have learned into robust designs with tools like Adobe XD, Figma, and Invision.

The best part of my job is working together with all the talented, passionate, and visionary people out there.

Work Experience

Senior UX Designer / ZyLAB
Oct 2016 – Present (5 yrs 11 mos)

Established a consistent user experience across desktop platforms of the white-label SaaS application(s) for our eDiscovery users. Validated designs through usability testing methods, focusing on moderated & unmoderated testing to understand pain-points users faced when they engaged with our web applications.

Owner / BeCreativedesigns
2011 – Present (11 yrs)

Listen to all of my clients about how we can solve their problems. Depending on the scope of a project we can provide our clients with different kinds of UX tools and how we can help and solve our client's problems, for example: by performing a UX scan on their current website and sharing with them what they can do to improve. Or we create together a whole new experience from scratch.

Senior UX Designer - Head of Ecommerce / ECI Software Solutions
Jan 2015 – Oct 2016 (1 yr 10 mos)

Established a new user interface in the B2B eCommerce platform, so that the content management system (CMS) is easier to understand and maintain by our clients. All B2B customers didn't have mobile or responsive web shops so we need proper research to pinpoint the flaws and how we can improve the total user experience.

Ramiro Zeijlemaker

Senior UX Product Designer / Strategist

Contact

hello@ramirozeijlemaker.nl
https://www.linkedin.com/in/ramirozeijlemaker/
+316 34082511

Interaction Designer - Content Web Designer / Heuvelman Sound & Vision B.V.

Sep 2011 – Jul 2014 (2 yrs 11 mos)

Created innovative and reliable audiovisual total solutions for their clients. I helped their customers to create new content that has the best user experience on every device or very location. From conferences to in house solutions it was all about the wow experience.

Web Designer / SLAM!

Aug 2007 – May 2008 (10 mos)

The radio station had weekly new events that they share on the radio. This was reflecting also on the website so we with the Content team created impressive landing pages, banners, videos, all sort of interactions in the branding guidelines.

Interaction Designer /NetCreatives

Aug 2004 – May 2005 (10 mos)

Intern

About me

I get excited about opportunities where I'm able to:
- Define the UX Strategy & Vision
- Build together a design ecosystem from scratch
- Participate in user research to improve and validate design decisions
- Participate in usability sessions with clients to see validate the design
- Work with designers and engineers who are passionate about the work they do
- Play with the latest design software tools such as Figma, Adobe XD and InVision
- Mentoring junior designers who are new to the UX design
- Organize brainstorm sessions with the company for UX visibility
- Look out for the UX/UI trends and the latest design tools!

Ramiro Zeijlemaker
Senior UX Product Designer /
Strategist

Contact

hello@ramirozeijlemaker.nl
https://www.linkedin.com/in/ramirozeijlemaker/
+316 34082511

Education

UX Academy Nederland
UX Senior Leadership
Aug 2021 – Oct 2021

Amsterdam University of Applied Sciences
Bachelor's Degree, Interactieve Media
2005 – 2009

Mediacollege Amsterdam
Associate's Degree, Web/Multimedia Management and Webmaster
2001 – 2005

Tools
Adobe XD, Figma, Sketch, Balsamiq, Miro, Hotjar, Dovetail, Illustrator, Photoshop, Maze, Useberry, Jira + Confluence, Hubspot, Sendgrid, Pendo, HTML5, CSS3, Angular Material Design,

Skills
UX Strategy, UX Roadmap, User Personas, UX Research, User Interviews, Usability Testing, Design Sprints, Design Thinking, Figma (Software), Mentoring.

Favorite Books
Six Thinking Hats
Edward de Bono

Don't make me think
Steve Krug

The Design of everyday things
Don Norman

UX Strategy
O'reilly