

# Dani Ramsby *Digital Product Designer*



I'm a Senior Product Designer with 10+ years of experience across UX, front-end development, and project leadership. Having worked in design, development, and delivery, I bring an awareness of technical feasibility and a deep respect for the priorities of the teams I collaborate with. I'm most energized by ambiguity and the process of shaping it into clear, scalable systems. My work is playful where permitted and compliant where it counts.

## EXPERIENCE

### Murmur Creative

**Senior UX/UI Designer** . . . . . **01/2024 – present**

Murmur Creative is a branding and digital agency serving clients across a wide range of industries and scales. I lead the design of custom websites and web applications from discovery through launch and continuous refinement. This end-to-end ownership gives me a strong awareness of both user needs and stakeholder motivations.

- Rebuilt sitemap and wireframe libraries to support higher-complexity projects and improve production efficiency.
- Expanded internal and external documentation, including workflow standards, client resource guides, and a company-wide onboarding system in Asana.
- Led agency wide transition to Figma for all digital production, including training our brand and strategy teams, hosting workshops, and creating supporting documentation.
- Redesigned pitch deck and case study templates, enabling sales to build decks independently and accelerating proposal turnaround.
- Developed a mid-tier website offering to serve smaller-budget clients and expand market reach.
- Recruited and managed all web design interns and freelance contributors.
- Managed client support desk, resolving technical issues and reducing developer workload.

**UX/UI Designer** ————— **Web Producer** ————— **Web Designer**  
**09/2021 – 01/2024**                      **10/2020 – 09/2021**                      **11/2018 – 10/2020**

### ADX Portland

**UX/UI Designer** . . . . . **04/2016 – 06/2018**

ADX is a membership-based fabrication campus offering access to industrial workshops and educational classes. I redesigned the primary ADX website and launched a microsite for its in-house fabrication studio, improving clarity across membership offerings and educational programs.

- Created Find Your Fit, an interactive wayfinding quiz that guides prospective members to the appropriate membership tier and classes.
- Restructured membership tiers and class scheduling architecture to reduce friction and simplify the sign-up experience.
- Built the site in WordPress using PHP and Advanced Custom Fields, writing custom CSS and expanding front-end development expertise.

### The Study

• **Graphic Design Intern** . . . . . **12/2015 – 04/2016**

## *based in* PORTLAND, OR

daniramsby.com  
dramsby@gmail.com  
linkedin.com/in/daniramsby

## EDUCATION

**B of A: GRAPHIC DESIGN**  
Portland State University

## SKILLS

### UX STRATEGY & RESEARCH:

- Workshop Facilitation
- Journey Mapping
- Information Architecture
- Content Strategy
- Competitive Analysis
- Usability Testing

### PRODUCT & INTERACTION DESIGN:

- Wireframing
- High-Fidelity Prototyping
- Design Systems
- Interaction Design
- Accessibility (WCAG)

### LEADERSHIP & OPERATIONS:

- Cross-Functional Collaboration
- Project Scoping
- Agile Design & Delivery
- Team Mentorship
- Documentation Systems
- Workflow Optimization
- Technical Support

### TECHNICAL:

- QA
- Front-End Collaboration (HTML/CSS)