

# Dani Ramsby

## Digital Product Designer

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### OVERVIEW

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I'm a Lead 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 and stakeholders 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

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## Murmur Creative

**Lead UX/UI Designer** . . . . . **04/2026 – present**

Murmur Creative is a full-service digital agency serving clients across a wide range of industries and scales. As lead designer, I've owned the end-to-end UX and UI design of 50+ custom websites and web applications from discovery and strategy through launch and ongoing refinement. I've produced measurable results across e-commerce, B2B, nonprofit, and institutional clients.

#### SELECT CLIENT METRICS:

- **Scratch & Peck Feeds: Redesigned end-to-end e-commerce experience to reduce purchase friction and build repeat buying habits**  
Contributed to a 44% increase in gross annual sales (~\$2.07M to ~\$2.98M), 22% more orders, and 75% growth in items purchased year-over-year
- **Imperial Yeast: Solved a dual-audience information architecture problem by restructuring content hierarchy and navigation**  
Drove 147% growth in active users and 163% growth in organic search acquisition, with returning users up 159%, indicating the redesign created lasting utility, not just a traffic spike
- **Adventure Wagon: Designed a custom product configurator to support complex, high-ticket purchase decisions**  
The tool drives approximately 250 orders per year ranging from \$20K–\$50K+ each, alongside a gear shop redesign that delivered 31% sales growth and +29% average order value in year one
- **Paradise Helicopters: Redesigned a high-consideration booking experience for a tourism brand**  
Active users grew 53% to 128K, page views more than doubled to 734K (+114%), and engaged sessions per user rose 25%, reflecting stronger conversion intent across the funnel
- **Sigma Design: Redesigned a B2B engineering firm's site around lead generation and targeted market positioning**  
In year one the site generated 480 contact form submissions (~40 qualified leads/month), alongside 127% user growth and referral traffic up 277%, signaling the site started earning traction in the right industry circles

#### INTERNAL INITIATIVES:

- Rebuilt sitemap and wireframe libraries to support higher-complexity projects and improve production efficiency
- Led agency-wide transition to Figma for all digital production, including training brand and strategy teams, hosting workshops, and creating documentation
- Redesigned pitch deck and case study templates, enabling sales to build decks independently and accelerating proposal turnaround
- Built and managed the agency's web design bench, recruiting and overseeing all interns and freelance contributors across concurrent projects

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## EXPERIENCE CONTINUED

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### Murmur Creative

- Senior UX/UI Designer . . . . . 01/2024 – 04/2026
- UX/UI Designer . . . . . 09/2021 – 01/2024
- Web Producer . . . . . 10/2020 – 09/2021
- Web Designer . . . . . 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 and classes
- Restructured membership tiers and class scheduling architecture to reduce friction and simplify the sign-up experience
- Built 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

## EDUCATION

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### Portland State University

- Bachelor of Arts: Graphic Design . . . . . 2012 – 2015

Focus: Web Design & Layout / Minor: Art History

## SKILLS

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#### 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
- Workflow Optimization

#### TECHNICAL:

- QA
- Documentation Systems
- Front-End Collaboration (HTML/CSS)
- Technical Support
- LLMs/AI