Claire Ramirez

Senior Brand & Visual Designer | Art Direction + Digital Design

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SUMMARY

Senior Brand & Visual Designer creating distinctive brand systems, campaigns, and digital experiences across consumer, wellness, beauty, healthcare, nonprofit, and B2B organizations. Combines high-end visual design, art direction, and digital expertise to translate complex brands into clear, cohesive experiences across channels.

CORE SKILLS

BRAND + CREATIVE: Brand Design, Brand Identity, Visual Design, Art Direction, Creative Direction, Campaign Design, Product Launch Creative, Visual Systems, Typography

DIGITAL + WEB: Digital Design, Web Design, UI Design, Design Systems, Figma, Wireframing, UX Strategy

PRODUCTION + COLLABORATION: Adobe Creative Suite, Print Design, Packaging Design, Photo Art Direction, Photo Retouching, Stakeholder Collaboration

EXPERIENCE

Independent Design Lead

Claire Ramirez Design · Remote · Feb 2026–Present

- Leading brand identity, visual systems, and digital experiences across independent consumer and creative brands.

Digital Design & UX Strategy Lead

GO Agency · Hartford, CT · 2018–2026

- **DIGITAL DESIGN —** Led visual design, UX strategy, and digital experience direction for 20 launched websites across healthcare, nonprofit, B2B, and consumer sectors, including 9 sites exceeding 100 pages; translated complex brand and content requirements into clear, responsive digital experiences.
- **VISUAL SYSTEMS —** Created responsive website systems for content-heavy organizations, translating brand and business goals into high-fidelity page designs, visual hierarchy, CTA systems, and modular layouts.
- **BRAND DEVELOPMENT —** Extended and refreshed client brand systems for digital use and accessibility when existing guidelines were limited, dated, or not built for web — defining color, typography, imagery treatments, UI patterns, and scalable design direction.
- **DESIGN SYSTEMS —** Drove the agency's transition from fixed page templates to a shared system of ~50 modular components, co-defining reusable patterns that enabled developers to reuse core code while adapting visual expression across clients.
- **PROCESS DEVELOPMENT —** Standardized the agency's website strategy and design process across ~25 engagements, aligning discovery, brand application, content structure, visual design, prototyping, development handoff, and QA, enabling the agency to take on larger, more strategically complex work.
- **DESIGN LEADERSHIP —** Presented design concepts and rationale to stakeholders and partnered with developers through handoff, QA, and launch to maintain responsive behavior, accessibility, interaction states, and visual fidelity.
- **THOUGHT LEADERSHIP —** Developed and presented a Psychology in UX Design seminar to 70+ business leaders; the presentation was later reused in pitches and client conversations.

Selected Client Work

- **Led identity and website design for a Jackson Healthcare brand**, contributing to a 113% increase in new unique visitors and up to 348% more web-form conversions across physician and health-system audiences.
- **Led visual direction and digital design for the Basketball Hall of Fame's large-scale website redesign**, evolving its legacy color palette into a more accessible digital system and creating 15 reusable templates and 50 modular components to support 600+ pages.
- **Concepted, wrote, and designed an award-winning Goodwill Halloween billboard campaign**, creating three regional outdoor executions that ran in market and earned a 2019 Ad Club CT Award.
- **Designed content and visual modules for Rehrig Pacific that outperformed client-directed sections,** based on heatmap analysis.

Interactive Art Director

Elevated (Digital Agency) · Carlsbad, CA · 2016–2018

- **DIGITAL ART DIRECTION —** Led UX-informed digital design and art direction across healthcare, ecommerce, wellness, finance, and hospitality engagements, creating website concepts, landing pages, and desktop/mobile design comps.
- **CRO + VISUAL DESIGN —** Translated heatmaps, scroll maps, and heuristic evaluations into stronger visual hierarchy, CTA systems, navigation patterns, and conversion-focused page designs.
- **UX DESIGN —** Redesigned Tandem Diabetes Care homepage concepts after behavioral data showed 50% of visitors left before reaching a CTA, elevating products and conversion pathways and clarifying paths for two distinct audiences.
- **STRATEGY + PRESENTATION —** Developed client-facing strategy and design decks connecting audience needs, site architecture, user flows, content priorities, and visual direction to business goals.
- **LEADERSHIP —** Promoted to Interactive Art Director within one year as responsibilities expanded across digital design direction, client presentations, and UX-informed creative strategy.

Creative Director

Pixelwise, Inc. · San Diego, CA · 2014–2016

- Built and operated an independent creative studio serving 20+ clients, delivering website, brand, and digital design while managing client relationships and coordinating developers and other contractors through project delivery.

Marketing & Design Director

Sunless, Inc. | now INNOVE Beauty & Wellness · San Diego, CA · 2011–2014

- **BRAND + PRODUCT LAUNCH —** Directed marketing and design for professional beauty and salon/spa brands including Mystic Tan, VersaSpa, and SunlessPro Advanced, creating campaign assets, product-launch creative, print ads, trade-show graphics, sales collateral, and retail product assets across professional, trade, and consumer-facing channels.
- **BRAND EVOLUTION —** Helped evolve SunlessPro into the more premium SunlessPro Advanced tier, extending the system through campaign and trade materials including die-cut, foil-stamped print pieces.
- **CAMPAIGN REACH —** Managed monthly B2B and B2C email programs reaching ~49,000 combined contacts, including a salon/spa professional newsletter, consumer lifestyle email, trade publication email campaigns (Smart Tan, IST, Dayspa, American Spa), web banners, and shipment inserts.
- **ART DIRECTION —** Supported lifestyle and product photoshoots through location scouting, shot lists, wardrobe sourcing, on-set direction, and final image retouching for brand and campaign use.
- **LEADERSHIP —** Promoted from Senior Designer to Marketing & Design Director within three months, taking on junior designer management, vendor coordination, campaign planning, and executive stakeholder collaboration.

Earlier Brand Experience: *Creative direction and product-launch design for spa/wellness brands (Earthlite, Living Earth Crafts, Spa Revolutions), spanning packaging, ecommerce, print, trade-show graphics, and photography art direction.*

EDUCATION & AWARDS

B.A. Graphic Design, Keene State College

2019 Ad Club CT Award — Outdoor Campaign (Goodwill)