

# JOHNNIER “JOHNNY” DILAN RAMIREZ

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## SENIOR MANAGER DIGITAL EXPERIENCE

### Dynamic Leader with 3 Years of Expertise in AI-Driven UX Strategy, Scalable Design Systems, & B2B Digital Transformation

Strategic UX leader with years of experience driving user-centered design within B2B commerce environments. Skilled in developing enterprise-grade design systems, leading cross-functional teams, and embedding AI-driven processes to improve design velocity and consistency. Proven ability to align UX strategy with business goals, enhance product discovery, and elevate customer satisfaction through data-informed design decisions.

#### CORE COMPETENCIES

- **UI/UX Research & Design:** Conducts user interviews, usability testing, and journey mapping to inform intuitive and impactful design solutions that meet both user needs and business goals.
- **Design System Creation:** Leads the development of scalable design systems that ensure visual and functional consistency across enterprise platforms and accelerate team productivity.
- **Website Development:** Combines front-end development expertise with design best practices to build responsive, accessible, and high-performing websites.
- **Search & Answer Engine Optimization (SEO & AEO):** Implements SEO and AEO strategies through semantic HTML, structured data, and performance optimization, enhancing visibility across both traditional search engines and AI-driven answer platforms, such as ChatGPT, Google SGE, and voice assistants.
- **Agile Project Management:** Drives cross-functional collaboration through Agile methodologies, ensuring iterative delivery, team alignment, and continuous improvement.
- **AI Prompt Engineering:** Integrates AI technologies into design and marketing workflows by crafting effective prompts for generative tools, enhancing automation, and creative output.

#### PROFESSIONAL EXPERIENCE

WESCO

2022 – Present

##### Senior Manager - Digital Experience (2024 – Present)

- Lead digital experience initiatives, enhancing customer engagement through scalable UX strategies.
- Oversee the development and execution of digital strategies aligned with business growth and customer journey improvements.
- Integrate AI research initiatives into UX processes to enhance team productivity and effectiveness in meeting company goals.

##### Digital UX Manager 2022 – 2024)

- Developed an enterprise-wide design system used across five brands, improving design consistency and developer handoff.
- Mentored and managed a team of three UX designers; built a high-performance culture rooted in continuous improvement.
- Integrated UX research into product planning cycles, influencing roadmap prioritization and cross-functional alignment.

**Web Director / UI/UX Designer / Developer**

- Redesigned website UI and improved load times to under 3 seconds, enhancing mobile experience and SEO performance.
- Led UX research and rebranding efforts, collaborating with executives and underwriters to align vision and compliance.
- Established a responsive design framework using Adobe XD and Figma, streamlining iteration across teams.

**Digital Marketing Analyst / Front-End Developer**

- Maintained WordPress properties and AWS Lightsail infrastructure, improving uptime and content agility.
- Produced media and web graphics that increased engagement and supported front-end enhancements.

**Front-End Developer**

- Supported websites with 5M+ monthly views; built responsive email templates and campaign landing pages.
- Contributed to webinar rollout and grew social presence for finance brands via modern digital channels.

**EDUCATION**

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**Master's Degree in Design & Media Management – The Art Institutes, Miami International University of Art & Design**  
(2013)

**Bachelor's Degree in Graphic Design / C.I.S. – Troy University** (2004)

Certifications: **Generative AI Strategic Leader** - Vanderbilt University, **Agentic AI and AI Agents** - Vanderbilt University, **Google Prompting Essentials** - Google, **Google UX Design Professional** - Google

**TECHNICAL SKILLS**

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**Software:** Figma (Enterprise), Visual Studio Code, Adobe Creative Suite (Photoshop, Premiere Pro, Illustrator, After Effects)

**Programming:** HTML, CSS, GitHub Workflow, Basic JavaScript, jQuery, Bootstrap, Tailwind CSS

**Other:** General Photography, 360 Photography, Video & Audio Production