



Julie Ramsey

Product Designer

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San Francisco, California

SELECT EXPERIENCE

- Present**
03/2025
- WEBSITE & PRODUCT DESIGNER (CONTRACT)**
FOR THE LOVE OF (FTLO) TRAVEL
I own UX and the design system across 36+ live trip pages, optimizing accessibility and SEO/AEO performance. I create AI-prototypes dev-ready across desktop and mobile, growing inbound booking interest forms 2X since the new site launched.
- 05/2026**
10/2025
- FOUNDING PRODUCT DESIGNER (FULL-TIME)**
ROBYN AI
At this early-stage AI startup, I led product design across app and web, 0-to-1: AI chat UI, feature pages, paywall, account deletion, and onboarding flows. I built the cross-platform design system for iOS and web, working cross-functionally with engineering, contractors, and the founder. I also created and implemented the brand across touchpoints, from Times Square billboards to marketing graphics.
- 06/2024**
03/2024
- MULTIMEDIA JOURNALIST (PART-TIME)**
UNIVERSITY of MICHIGAN – SHANGHAI JIAO TONG UNIVERSITY JOINT INSTITUTE (UM-SJTU JI), SHANGHAI, CHINA
Produced media content for official university international programs, engaging 390K global followers.
- 08/2023**
08/2021
- GRAPHIC DESIGNER/URBAN PLANNING ASST. (FULL-TIME)**
DYETT & BHATIA, OAKLAND, CA
Worked for a national award-winning urban and regional planning company. Projects frequently include large document layout design with high-level graphic, mapping, and photographic content, website upkeep, email campaigns, city project brand identities, public workshops, and providing IT/admin support. Cities I have worked on include: San Diego, Sacramento, Napa Valley, and Oakland.
- 08/2021**
08/2020
- PRODUCT MARKETING MANAGER/DESIGNER (FULL-TIME)**
MASCOT INTERNATIONAL, INC., BERKELEY, CA
As the sole visual director of this wholesale/retail e-commerce company, my role was to launch a retail website, where I provided all digital content from web design, product photography/videography, copywriting, social media, advertising, and overall brand. I also managed Amazon selling and product optimization.
- 07/2020**
01/2020
- DIGITAL CONTENT CREATOR (PART-TIME)**
SAMFORD UNIVERSITY, DIVISION I ATHLETICS
Designed print materials for university distribution, directed editorial layout, retouched photos, and illustrated social media graphics and infographics.
- 12/2019**
09/2019
- GRAPHIC DESIGN INTERN (PART-TIME)**
FOURFEET DESIGN, LONDON, UK
Rebranded client identities with illustration and custom typography. Constructed website content and UX prototypes as well as website banner ads. Mocked up product merchandise for an NBCU movie production.
- 09/2019**
06/2019
- GRAPHIC DESIGN INTERN (FULL-TIME)**
SYFY NETWORK AT NBCU, NYC
As a summer design intern, my responsibilities included: design ideation and research, formatting of key art for SYFY shows and original movies, creation and design of event merchandise—primarily the execution of print mechanicals for 2019 San Diego Comic Con.

EDUCATION

- 08/2025**
08/2024
- CALIFORNIA COLLEGE of the ARTS**
SAN FRANCISCO, CA
MASTER of DESIGN (MDES)
Human-Computer Interaction Design
GPA: 4.0
- 07/2024**
09/2023
- SHANGHAI JIAO TONG**
UNIVERSITY, SHANGHAI, CHINA
MASTER of SCIENCE (MS)
International Industrial Design
Engineering (incomplete)
- 05/2020**
08/2016
- SAMFORD UNIVERSITY,**
BIRMINGHAM, AL
BACHELOR of FINE ARTS (BFA)
Graphic Design
Cum Laude

HONORS & AWARDS

- CALIFORNIA COLLEGE OF THE ARTS:**
Merit Scholar Award, All-Community Assembly Speaker
- SHANGHAI JIAO TONG UNIVERSITY:**
Chinese Government Scholarship (awarded full tuition)
- SAMFORD UNIVERSITY:**
Student Advisory Arts Council, Dr. Eric L. Motley Scholar Award, Dean's Scholarship/List, Founder's Scholarship, Samford University Academic Scholarship, Friends of Samford Arts Scholarship, Arts in Mission Scholarship, International Ambassador.

SOFTWARE

Figma, Adobe Creative Suite (Ai, Ps, InD, Lr, Pr, Acrobat), Claude Code, Lovable, Office 365, GSuite, Mailchimp, Wix, Shopify, Amazon Seller Central, and basic Blender.

SERVICES

Product Design	Design Systems
UX Design	AI Prototyping
UI & Visual Design	Product Strategy & Research

HOBBIES

Mandarin	●	●	●	●	●	●	●	●	●
Teaching ESL	●	●	●	●	●	●	●	●	●
Photo/Video	●	●	●	●	●	●	●	●	●

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