



Ramsey  
Gunter

## Data-driven designs built with empathy

and informed by global perspective and storytelling

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### LANGUAGES

English  
Spanish

### DESIGN

Wireframing  
Prototyping  
User research  
Usability testing  
Concept testing  
Workshop facilitation  
Responsive design  
Data analysis  
Accessibility  
Localization  
Storytelling  
Strategy  
UAT

### TOOLS

Figma  
Adobe  
Langfuse  
Looker  
Heap  
Jira  
HTML  
Python  
Java

### HOBBIES

Writing  
Folklore  
Sustainability  
Health + wellness  
Cultural psychology  
Mounted archery

### RELEVANT EXPERIENCE

#### Content Designer • Buildium

2023 - Present (*Remote, USA*)

Led conversation design and prompt engineering cross-functionally, impacting **110+ AI-first features** and helping teams **hit 90% roadmap** commitment • Trained executives on AI design and prompt engineering, while developing evolving guidelines • Delivered deep customer insights by conducting and analyzing quantitative and qualitative research across diverse methodologies, impacting **over 17,000 users** in property management software

#### Content Designer • Waldo

2022 - 2023 (*Remote, USA*)

Led product language vision and research for **iOS medical device**, leading to **FDA-exempt** Class 1 status • Optimized navigation, onboarding, error messages, instructional materials, and end-to-end UX • **Increased CVR by 11%** within one month through strategic e-commerce content management

#### Product Designer • Freelance

2021 - 2022 (*Remote, USA*)

Translated complex technical and business requirements into research and optimized product experiences in collaboration with stakeholders • Crafted on-brand content, graphics, and templates for distribution to **over 50 colleges and universities** worldwide for Engineers for a Sustainable World

#### UX Content Writer • OnFleek Travel & Beyond

2018 - 2020 (*Seville, Spain*)

**Exceeded sales goal by 500%** with content that generated **500+ trip sales** and **150, 5 star reviews** in year one • Spearheaded user-centered design thinking in English and Spanish • Localized and translated insights and content to ensure clarity and engagement for diverse global audiences

### EDUCATION

**B.A. International Studies** • University of North Carolina Wilmington

**UX Design** • Grow with Google