

# UNITHA RAMIREZ

Graphic Designer 754-366-5163 unitharamirez.com unitha.ramirez@gmail.com

Located in Los Angeles, CA / Open to Relocation

## Experience –

### Disney's Yellow Shoes

Glendale, CA

June 2021 to Present

#### Previous Roles:

##### Associate Designer:

Dec 2018 to June 2021

##### Creative Art Direction Intern:

Feb 2018 to Dec 2018

### Designer

- Craft diverse designs for brochures, packaging, children's activity books, plane wraps, billboards, and more for various Disney clients
- Design logos and branding with synergistic design and human-centered thinking for brands, campaigns, and events
- Develop style guides for campaigns and brands, including Avengers Campus, focusing on color, typography, photography, and logo usage
- Serve as Yellow Shoes' lead designer for Disneyland Resort and Adventures by Disney, providing strategic and creative guidance to internal teams and external clients
- Collaborate seamlessly with cross-functional teams in different time zones, using Zoom, Slack, and Google Workspace for effective communication and coordination
- Effectively prioritize projects based on importance versus urgency, especially while working remotely
- Present to leadership ranging from internal directors to the Senior Vice President of Creative Marketing
- Promoted from Associate Designer to Designer for consistently handling multiple quick-turnaround projects while delivering exceptional work

### HEXBUG

Greenville, TX

June 2017 to Feb 2018

### Packaging + Graphic Design Intern

- Translated brand style into engaging designs for packaging, web banners, social media, and print
- Photographed products and retouched shots for display on HEXBUG's website
- Led package design for toddler toy sets, establishing a new design style and innovating dielines previously unexplored by HEXBUG

### Fossil Group x SCAD

Savannah, GA

March 2017 to May 2017

### Visual Designer: SCAD Collaborative Learning Center

- Partnered with SKAGEN, a Fossil subsidiary, to conceptualize future wearable technology
- Collaborated with designers to create presentations, a 276-page process book, app screens, and iconography
- Developed wearable concepts with the team, drawing insights from target consumer interviews/surveys, the user journey, existing products, and the wearable market

## Education –

### Savannah College of Art and Design (SCAD)

Bachelor of Fine Arts

Major: Graphic Design

Minor: Photography

## Skills –

Branding + Style Guides,  
Logo Design, Editorial  
Design, Package Design,  
Sketching, Concepting,  
Mockups + Photocompositing,  
Photography, Illustration

## Tools –

Adobe Photoshop -----  
Adobe Illustrator -----  
Adobe InDesign -----  
Adobe Lightroom -----  
Adobe After Effects -----  
Adobe Acrobat -----  
Keynote -----  
Google Workspace -----  
Zoom -----  
Slack -----  
Nintendo Switch -----

## Language –

English (Native Language)

Spanish (Beginner Proficiency)  
Korean (Beginner Proficiency)