

# IVAN MARAMIS

## UX & DESIGN PROFESSIONAL

ivan@pixelcrave.net

Solving problems in the digital space for 15+ years with strong information architecture, visual and interaction design skills. Extensive experience in the agency world and technology consulting environment. Currently immersing myself in a client-side setting.

## EXPERIENCE

- 2016** **Blue Cross and Blue Shield of Minnesota**  
**current Senior User Experience Designer**  
Consulted business partners as a member of the Consumer & Digital Experience team by facilitating design workshop, interviewing consumers & providing recommendations to improve the member portal digital experience.
- 2014** **Martin Williams Advertising**  
**Senior User Experience Designer**  
Helped growing the UX discipline within the digital creative team by producing low-fidelity artifacts & prototype quickly to make internal design process leaner & more agile.
- 2012** **The Nerderly**  
**Senior User Experience Designer**  
Worked with a team of designers & developers to build a social media analytic tool from the ground up that identifies influencers & prioritizes opportunities; led multi-industry projects by facilitating discovery workshops, mentoring junior designers & producing UX artifacts for internal & external stakeholders. Clients: Best Buy, Medtronic, Optum Health, Thomson Reuters.
- 2005** **The Lacek Group, a division of Ogilvy Worldwide**  
**Senior Interactive Art Director**  
Provided design direction for Starwood Hotels & Resorts' loyalty program digital marketing materials.
- 1998** **CRC Marketing Solutions**  
**Interface Designer**  
Led interactive & digital design efforts for clients like 3M, Ecolab, Häagen-Dazs, Pillsbury & Thomson Reuters.
- 1998** **Meyer Marketing, LTD. (now Agency 128)**  
**Graphic Designer – Intern**  
Assisted the creative department in design & production.

## SKILLS

Information Architecture  
Interaction Design  
Wireframing & Prototyping  
Visual Design  
Art & Creative Direction  
Mobile Apps Design  
Data Visualization

## PROFICIENCY

Adobe Photoshop ●●●●●●  
Adobe Illustrator ●●●●●●  
Axure ●●●●●●  
InVision App ●●●●●●  
OmniGraffle ●●●●●●  
Sketch ●●●●●●

## EDUCATION

**Mass Communication and Graphic Design Major**  
St. Cloud State University  
Bachelor of Science  
Magna Cum Laude

## Human-Computer Interactions

Coursera Certificate  
(Stanford University)