

Evelyn Ramsburgh

Senior Product Designer | Enterprise SaaS & Design Systems

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SUMMARY

Senior Product Designer with 9 years of experience delivering enterprise SaaS solutions across Finance, Pharma, Cloud, and FinOps. Led the 3-year UX modernization of IBM Seller Incentives, improving NPS from -15 to +20 for 70,000 global sellers. Promoted to Design Lead / Technical Lead at HCLTech, where I worked with the Flexera client. Currently at Wizeline leading design system initiatives for Azenta (Pharma) and supporting pre-sales efforts. Research-driven, accessibility-first (WCAG 2.2), and fluent in Agile/Scrum delivery.

EXPERIENCE

Wizeline — Senior User Experience Designer 2025 – Present

Full-time · Guadalajara (remote)

- Ownership for UX research plan for Azenta — defined methodology, and deliverables for the enterprise design system rollout, directly shaping roadmap decisions across complex applications.
- Lead UX/UI design for Capital Ideas Pro, for Capital Group (Finance), delivering enterprise workflows, an internal education platform, and reusable design system components aligned with accessibility and brand standards.
- Supported pre-sales initiatives by developing UX content for proposals and client engagements, while creating design strategies that contributed to business development wins.
- Partnered cross-functionally with product, engineering, and key stakeholders in Agile environments to successfully deliver projects.

HCLTech — Senior UX/UI Designer, Tech Lead 2023 – 2025

Full-time · Guadalajara (remote)

- Led end-to-end UX for Flexera Cloud and FinOps platforms, defining UX goals, information architecture, interaction patterns, and navigation flows for enterprise finance and IT teams.
- Delivered wireframes, prototypes, and production-ready Figma specifications; conducted usability testing that informed iterative redesigns across five product releases.
- Served as Design Technology Lead within Agile/Scrum squads, aligning design decisions with engineering constraints and delivery timelines.
- Participated in hiring for UX/UI roles by reviewing portfolios, conducting design interviews, and contributing to final selection decisions.

IBM — Senior UX/UI Designer 2020 – 2023

Full-time · Guadalajara (remote)

- Led a 3-year UX modernization of IBM Seller Incentives, migrating legacy Northstar interfaces to the Carbon Design System for 70,000+ global sellers and improving NPS from -15 to +20.
- Authored a 6-category UX debt taxonomy (usability, accessibility, information architecture, visual consistency, interaction, and content) adopted internally to prioritize redesign initiatives.
- Designed enterprise tools across Sales, Marketing, Finance, and Operations, with a focus on scalable information architecture, interaction design, and data visualization.

- Closed WCAG 2.1 AA gaps across core user flows and established a baseline for ongoing accessibility compliance audits.
- Facilitated design critiques and communicated trade-offs to senior stakeholders; created icons and brand guidelines for internal products.

Datometry — UX/UI Lead 2019 – 2020

Full-time · Remote (US client)

- Owned UX architecture and interaction design for qlnsight, an enterprise data virtualization product — sole design lead from ideation to v1 launch.
- Led user interviews and usability testing with data engineers and analysts; translated findings into interface decisions that shipped in v1.

Agave Lab, Good Humans & Smarttie — Product Designer (multiple roles) 2017 – 2020

Full-time & consulting · Guadalajara

- Led 0-to-1 UX for startups in fintech, B2B SaaS, and marketing platforms — defined information architecture, interaction patterns, and MVP flows.
- Collaborated with founders and engineers to deliver human-centered solutions within technical and budget constraints (Digitt, EasyLex, VoxFeed). Shipped user flows, navigation structures, and responsive mobile experiences for marketing and product platforms.

EDUCATION & CERTIFICATIONS

La Salle University — Bachelor of Engineering in Multimedia 2012 – 2017

Focus on UX/UI, programming, web & mobile development, and multimedia systems.

Thesis: Implementation of Usability Methodologies for a Shipping Application.

Interaction Design Foundation — Advanced Coursework 2019 – 2024

Interaction Design, UX Research, Usability Testing, Human-Centered Design.

Scaled Agile — SAFe® 6 Agilist Certification 2024

Scaled Agile Framework certification for Agile delivery at enterprise scale.

SKILLS & TECH STACK

Core Expertise Enterprise SaaS · B2B Platforms · UX Strategy · Complex Workflows · Information Architecture · Interaction Design · Data Visualization · Accessibility (WCAG 2.2) · End-to-End Product Delivery

Design Systems Design Systems · Design Tokens · Component Libraries · Scalable UI Components · Figma Libraries · UI Governance · Brand Consistency · Storybook Collaboration

Research & UX Methods Usability Testing · User Interviews · Surveys · Journey Mapping · Wireframing · Prototyping · Research Synthesis · Evidence-Based Design · Continuous Discovery

Tools Figma · Miro · Dovetail · Pendo · Hotjar · Jira · Confluence · Microsoft Power BI · ChatGPT · Claude · AI Image Generation · Adobe Creative Cloud

Technical HTML · CSS · React · TypeScript · Git Version Control · Front-End Collaboration · Rapid Prototyping · Website Creation · Asset Optimization · Developer Handoff

Leadership Stakeholder Alignment · Design Critiques · Agile/Scrum · Cross-Functional Leadership · Hiring Interviews · Pre-sales Support · Design Strategy

LANGUAGES

Spanish (native) · English (advanced, C1) · Portuguese (B1)