

# BRANDON RAMLET

Product Design Director | Digital Experience Strategist

Anaheim Hills, CA • 720.309.0229 • [ramletb@gmail.com](mailto:ramletb@gmail.com) • [linkedin.com/in/brandonramlet](https://www.linkedin.com/in/brandonramlet) • [brandonramlet.com](https://brandonramlet.com)

## PROFESSIONAL SUMMARY

Product design and digital experience leader with 15+ years of experience scaling design organizations, shipping enterprise platforms, and driving customer-centered transformation across ecommerce, SaaS, retail, and consumer-facing companies. Currently lead digital experience strategy for a national retailer generating nearly \$5B in annual revenue, where I architected an enterprise-wide design system, established governance frameworks, and integrated AI-enhanced workflows that accelerated cross-functional delivery. Previously redesigned global transaction platforms supporting \$65M+ in annual digital revenue at Nexon and built modular design frameworks at eBags for premium travel and outdoor brands including Samsonite, TUMI, Patagonia, and The North Face. Recognized for pairing strategic vision with hands-on craft to coach designers, ship step-change UX improvements, and translate executive goals into measurable customer and business impact.

## CORE SKILLS & COMPETENCIES

✓ Product Design Leadership	✓ Design Team Management	✓ Design Systems & Governance	✓ UX Strategy & Vision
✓ Customer Research & Discovery	✓ Enterprise SaaS & Platforms	✓ Cross-Functional Collaboration	✓ Conversion Rate Optimization
✓ Customer Journey Mapping	✓ Agile Product Development	✓ Accessibility (WCAG 2.1 / ADA)	✓ Roadmap & Prioritization
✓ Design Operations & Tooling	✓ Stakeholder Management	✓ Hiring & Talent Development	✓ AI-Enhanced Workflows

## PROFESSIONAL EXPERIENCE

### Five Below | Digital Experience & Product Strategy Lead

2021 – Present

Lead enterprise digital experience strategy and product design for a national retailer generating nearly \$5B in annual revenue, partnering with executive stakeholders across ecommerce, mobile, and omnichannel platforms.

- Architected and launched an enterprise-wide design system adopted by 5 product teams, reducing design-to-development cycle time by 45% and improving UX consistency across ecommerce, mobile, and in-store digital experiences.
- Established design governance frameworks, contribution standards, and implementation playbooks that decreased operational friction between product, engineering, and business stakeholders by an estimated 20%.
- Drove conversion rate optimization initiatives across ecommerce and mobile that contributed to 3% lift in digital revenue and a measurable improvement in customer satisfaction scores year-over-year.
- Integrated AI-driven workflows into research, planning, analytics, and production, increasing team throughput by 25% while accelerating discovery-to-delivery timelines across 30+ digital initiatives annually."
- Led accessibility modernization aligning ecommerce and omnichannel experiences with WCAG 2.1 AA standards, expanding usability for ~9M monthly digital customers.
- Partnered with executive leadership to translate enterprise business goals into customer-centered product roadmaps spanning 5 product areas, balancing long-term platform investment with near-term commercial priorities.
- Coached and mentored designers and cross-functional partners, raising team craft standards, scaling design operations, and accelerating individual career growth plans.

## Independent Consultant | Digital Strategy & Product Design Advisor

Throughout Career

Advise founders and executive teams across retail, logistics, travel, and SaaS organizations on product design leadership, UX strategy, and scalable digital transformation initiatives.

- Partnered with 15+ startups and growth-stage companies — including ServiceNow and consumer brands across the outdoor and travel sectors — to launch and scale customer-facing digital products from concept through implementation.
- Designed customer journey maps, prototypes, and validation workflows that informed product roadmaps and reduced average time-to-market by 30%.
- Advised executive teams on UX strategy, digital transformation, customer acquisition, and operational modernization, identifying scalability risks and experience gaps early in the development lifecycle.
- Built scalable design and product processes grounded in systems thinking, helping organizations grow operations and standardize experience delivery across global teams.

## Nexon America | Senior Product Designer

2019 – 2021

Led strategic redesign initiatives across global transaction and service platforms supporting more than \$65M in annual digital revenue at one of the world's largest publishers of online entertainment.

- Redesigned global transaction and account platforms supporting \$65M+ in annual digital revenue, improving usability and reducing customer support contacts by 20%.
- Designed scalable workflows and API-supported design frameworks that enabled platform expansion across 8 international markets and multiple game franchises.
- Partnered with product, engineering, and operations to align implementation plans and release cadence, accelerating feature delivery by 25%.
- Conducted customer research and rapid prototyping to validate solutions for complex transactional flows used by millions of players worldwide.

## eBags | Senior Product Designer

2017 – 2019

Drove ecommerce modernization and internal platform design at a leading online retailer partnered with premier travel and outdoor brands including Samsonite, TUMI, Patagonia, The North Face, and Osprey.

- Built modular design frameworks and reusable component libraries that improved design and engineering delivery speed by 40% across 4+ ecommerce surfaces.
- Established governance standards and design documentation that supported long-term platform scalability and cross-functional alignment between product, engineering, and merchandising.
- Led UX modernization across product detail, checkout, and category experiences, contributing to measurable conversion improvements on top-trafficked pages.
- Collaborated directly with category and merchandising teams to translate business goals into customer-centered experiences for premium travel and outdoor brands.

## SELECT BRANDS & ORGANIZATIONS

---

Samsonite • JanSport • TUMI • Patagonia • The North Face • Travelpro • Eagle Creek • Osprey • Case Logic • ServiceNow • Coors • Miller

## EDUCATION & CERTIFICATIONS

---

### University of Denver

Master's in Information & Communications Technology

In Progress

### John Brown University

B.S. in Marketing & Graphic Design

Completed

### Baymard Institute — Master Tier 1 UX Certification

In Progress