

Indra Ramirez Antoni

Experience Designer | Human-Centered Design | Systems Thinking | Social Impact

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SUMMARY

I'm a designer specializing in human-centered design with a focus on equity and social impact. My practice centers around creating a more just and accessible realm through design. I bring critical thinking, cross-disciplinary skills developed through diverse professional experiences in fast-paced environments, and the ability to collaborate across English and Spanish-speaking contexts.

EXPERIENCE

Teaching Assistant — Design Equity | Harvey Mudd College, Claremont, CA | *Fall 2025*

- Supported curriculum for a design equity course taught by Kareem Collie, Head of Design at NASA Jet Propulsion Laboratory, covering positionality, design thinking, and systems thinking.
- Organized digital and physical learning tools; contributed to course development at the intersection of design practice and social impact.

Web Design Intern | LO-TEK Institute and Office, Remote | *Summer 2025*

- Reported directly to Founder Julia Watson. Led end-to-end redesign of the founder's personal website and designed pages for LO-TEK's new urban design firm.
- Independently owned design work from research and concepting through high-fidelity execution, defining brand presence, visual hierarchy, and UX across multiple pages in Wix.

E-Commerce Design Assistant | NAOMI NOMI, Brooklyn, NY | *2023–2025*

- Reported directly to Founder and CEO Naomi Mishkin. Designed UX/UI for e-commerce fashion platform, including Product Listing Pages (PLPs), Product Detail Pages (PDPs), and interactive sizing chart pop-ups, balancing brand strategy with user experience goals.
- Conducted competitive analysis and synthesized findings into strategic recommendations; translated user research into UX flows, wireframes, and polished UI in Figma and implemented in Shopify.

Design Apprenticeship | NAOMI NOMI, Brooklyn, NY | *2018–2022*

- Compiled and organized research of international manufacturers and fabric mills; developed mood boards, color stories, and brand visual language applied to seasonal products.
- Assisted at fabric trade fairs and seasonal photo shoots for web, developing cross-functional collaboration skills across creative and production teams.
- Led the expansion of brand presence onto a new social media platform, from research and strategy through content design and launch.

Architecture Intern | Combined Architecture, Brooklyn, NY | *Summer 2021*

- Surveyed a 60,000 sq. ft. property and systematically organized and digitized findings, building skills in spatial analysis and structured documentation.

DESIGN CONSULTING — CLIENT ENGAGEMENT THROUGH COURSE WORK

Design Consultant — Mimente | Advanced Human-Centered Design, Pitzer College, Claremont, CA | *2024*

- Delivered Mimente Activo — a coach-guided exercise-therapy service concept — as a high-fidelity Figma prototype. Conducted interviews and legal/cultural research to understand barriers to mental healthcare among the Latine community in the US. Synthesized findings into personas, journey maps, and three lo-fi prototypes across different user archetypes; iterated through multiple rounds of user testing.

Design Consultant — Pomona Community Engagement Center | Intro Human-Centered Design, Pitzer College, Claremont, CA | *2023*

- Delivered To-Go Kits — a take-home arts and sciences kit program to drive repeat visits to a newly opened community engagement center. The program was implemented as the Center's recurring "Try It Out Tuesday" initiative. Conducted community interviews and historical research; findings directed design focus toward elementary school-aged children as the primary user group. Created personas, journey maps, and prototypes, and conducted user testing and iteration.

Design Consultant — OpenFung | Design & Environmental Behavior Change, Pitzer College, Claremont, CA | *2025*

- Delivered My-Community Portfolio — a community portfolio platform designed in Figma for a mycology nonprofit, bridging information gaps across artists, scientists, and architects working with mycelium biomaterials. Conducted interviews and

research on the mycological landscape to understand barriers to discovery and sharing of mycological knowledge. Developed personas, journey maps, and prototypes from research insights and refined through iterative testing.

EDUCATION

Pitzer College — B.A. in Design for Humanity, Claremont, CA | Expected 2026 | GPA: 3.98

Saint Ann's School — Brooklyn, NY | 2022

RECOGNITION

Pomona Ventures Sparkathon Case Competition — First Place Winner

First-place winner at Sparkathon, a Claremont Colleges case competition applying entrepreneurship and human-centered design to societal problems. Designed and pitched GuardianAngel — an in-person safety network addressing catfishing and real-world safety concerns for Gen-Z online daters.

SKILLS

Design: Human-centered design, brand strategy, UI/UX, systems thinking, user research, insight synthesis, journey mapping, wireframing, and high and low fidelity prototyping.

Digital: Figma, Adobe Creative Suite, Procreate, Blender, SketchUp, Shopify, Wix, Airtable, HTML, 3D Printing, Google Suite.

Analogue: Spatial design, architectural drawing, laser cutting, letterpress, typography, book design, bookbinding, sewing, pattern making.

Languages: English (Fluent), Spanish (Fluent), French (Proficient)