

PHIL RAMUNNO

philramunno.com

phil.ramunno@gmail.com

(716) 310-8237

Austin, TX

Overview

I have 20+ years of experience building B2B + B2C products that turn complex data into clear decisions. I specialize in translating innovative technology and data into intuitive products, aligning cross-functional teams around clear strategy, and delivering products that drive measurable business impact.

Experience

Pex (acquired by Vobile, Mar 2025)

Principal Product Designer

MAR 2025 – PRESENT

- Defined product vision and led cross-functional teams from concept through launch for two new products now generating multi-million-dollar revenue and growing 40–50% year over year.
- Promoted to Principal Product Designer from Senior Lead in recognition of product impact and expanded leadership scope, and entrusted with full leadership of product design during Pex’s acquisition by Vobile.
- Partnered with product and engineering leadership to prioritize roadmap initiatives, align stakeholders, and drive execution across multiple product lines.
- Mentored designers and engineers via design reviews, workflow coaching, and decision frameworks, increasing team quality, autonomy, and decision-making confidence.

Senior Lead Product Designer

APR 2021 – MAR 2025

- Led end-to-end product design for a content identification and rights management platform serving global brands, platforms, and copyright holders, translating complex licensing workflows into intuitive product experiences.
- Established and scaled a cross-functional design system in collaboration with 10+ designers and engineers, increasing feature delivery velocity by 300%+ and improving product consistency across the platform.
- Partnered with design, product, and engineering leadership to shape and execute roadmap initiatives across multiple products.

The Library Corporation

Lead Product Designer

MAR 2011 – APR 2021

- Led design strategy for a suite of library automation platforms used by 1,000+ institutions and 20M+ users, balancing B2B staff workflows with consumer discovery experiences.
- Influenced \$10M+ contract renewals and extensions where product design quality was cited as a key decision factor by major school districts, including Chicago Public Schools and Dallas Independent School District.
- Led design of two industry-first products: a mobile-friendly public access catalog and an award-winning cataloging platform that modernized how library collections are managed by staff and discovered by patrons.
- Directed modernization of a legacy product ecosystem, aligning stakeholders across engineering, product, and executive leadership around a unified UX vision.
- Redesigned complex cataloging workflows to be intuitive enough for non-specialists, expanding participation beyond trained librarians and increasing cataloging productivity by 500%+, contributing to a 22% increase in patron checkouts.

Experience (Cont.)

Barbarian

Art Director

MAR 2010 - JAN 2011

- Led art direction and interaction design for Samsung.com US homepage and flagship product launches.
- Collaborated with global marketing and product teams to deliver high-visibility digital experiences.

Cheil North America

Design Technologist

FEB 2009 - MAR 2010

- Bridged design and engineering by leading front-end development and interaction design for Samsung digital experiences.
- Aligned creative vision with technical execution across cross-functional teams.

Renegade Marketing

Front-end Engineer

AUG 2006 - DEC 2008

- Delivered interactive web experiences for major brands (Panasonic, Redbox, Car & Driver).
- Established a foundation in rapid product delivery and cross-disciplinary collaboration.

Skills

Leadership

- Cross-functional team leadership
- Product strategy and roadmap alignment
- Design mentorship and coaching
- Stakeholder alignment and executive communication
- Design systems leadership
- Agile product development
- Organizational systems thinking

Product design

- Product vision and experience strategy
- Complex workflow and platform design
- User research and insight synthesis
- Information architecture
- Interaction design and prototyping
- Usability testing and validation

Technical Fluency

- Custom AI agents and applications
- React, TypeScript, JavaScript, HTML, CSS
- Design-engineering workflow integration
- Rapid prototyping with code

Tools

- Figma, Sketch, Adobe
- Miro, Balsamiq
- Codex, Claude Code, Gemini
- Google Analytics, Hotjar
- Jira, Shortcut
- Notion, Google Workspace

Education

Rochester Institute of Technology

BFA, New Media Design