



# ERIKA BOSCH RAMIREZ

## Product Design & Management

Experienced Design & Product Lead with 15+ years of expertise in immersive experiences, with a passion for simplifying complex processes into user-friendly interfaces.

Skilled at fostering productive collaboration across diverse teams to deliver high-impact, innovative solutions.

I also mentor junior designers to boost their career growth and occasionally speak at industry events or contribute articles on design and AR/VR to online platforms.

### CONTACT

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### SKILLS

Augmented Reality	Graphic Design
UX & UI	3D Modelling
Virtual Reality	Leadership
Prototyping	Design Thinking
Collaboration	Testing
User Research	Interaction
Agile & Lean	Management
Communication	Design Systems
Stakeholder management	Cross-functional collaboration
Human-centred	Scrum
Storyboarding	Problem solving
User flows	User stories
Wireframing	Strategy
Mixed Reality	Spatial Computing

### EXPERIENCE

2022 - Present, Berlin-London

#### Volta XR - Product Designer, Research Lead, Art Director

Led research and design projects, achieving 40% increase in user retention for innovative creative tools for music artists.  
Collaborated with cross-functional teams, improving the end-to-end user experience for a 47% increase in user conversion.

2019 - Present, Berlin

#### Freelancer

Pioneered designs for diverse clients, delivering 5 applications (including AR), 1 VR experience, and 1 website within tight budgets and deadlines (an average of 2-3 weeks per project).

Clients: Nexus Studios, Sinnema, OMStudios...

2022, Berlin

#### Spread.ai - Product Designer

Efficiently delivered 4 key features on schedule for the development of a groundbreaking digital AI-powered web application, revolutionizing automotive manufacturing repair processes.

Clients: Daimler, Porsche, BMW...

2021 - 2022, Berlin

#### Somethingcreative - Product Designer

Partnered with private and public sector clients, overseeing 4 projects across native apps, websites, branding, and web apps.  
Delivered user-centric designs and conducted comprehensive UX research, resulting in a 20% improvement in website conversion.

Clients: VetTrust, ASZ...

2020 - 2021, Berlin

#### Zaubar - Lead Designer

Managed the design team, completing 6 white-label AR Tour-Apps and earning positive app reviews (4+ stars from 200,000+ users).

Clients & Partners: Goethe Institut, Google, BVB Dortmund, MOPO, Gedaenkstaette Bautzen, etc.

2020 - 2021, Berlin

#### K+S - Architect

Designed complex gastronomy and event projects, streamlining production for 20+ projects and achieving a 15% profit increase.  
Achieved a 20%+ deal closure rate through impactful 3D visualizations.

Clients: Futurium, Meta, Volkswagen, Daimler, Adidas, Amazon, Kempinski Hotels, Sarah Wiener...

## SOFTWARE

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Figma	Adobe Photoshop
Adobe Illustrator	Adobe Aero
Capcut	Miro
Blender	Sketchup
Unity	Open AI
Shapes XR	Cinema4D
Tilt Brush	Gravity Sketch
Spark AR	Spline
Tilt Brush	Notion
Typeform	Github
Webflow	Jira
Bezi	Asana
Mixpanel	Womp
Copilot	Midjourney
& many more...	

## LANGUAGES

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English	Fluent Professional
German	Fluent Professional
Spanish	Native

## AWARDS

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Startups.100	2023
UK Innovation Grant	2022
German Design Award	2020
Red Dot Design Award Nominaton	2015
Baunetz Campus - 4th Place	2015

## TALKS

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Speaker at Hatch Conference 2022  
**Tools & Workflows for Immersive Design**

Speaker at TechUK 2024  
**Redefining web 3.0: Emerging economies, metaverse technologies, and the new age of the internet**

## EXPERIENCE

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2016-2018, Berlin

### CSMM - Architect

Successfully managed and executed 5+ complex architectural projects, with 2 receiving prestigious awards.  
Produced innovative designs for architectural workspace competitions, achieving a 30% success rate.  
Clients: Sony, DLA Piper...

2015-2016, Stuttgart

### Blocher Partners - Interior Architect

Designed captivating retail spaces for esteemed customers in Europe and Asia. Secured projects with a 15% win rate through carefully created concepts, visualizations and storytelling.  
Clients: Mueller, Galeria Kaufhof, Audi, Parkson...

2014, Mannheim

### Motorplan - Intern Architect

Generated innovative concepts for architectural competitions in both public and private sectors, resulting in a 20% win rate for competitions I participated in due to well-crafted designs.

2011-2012, Queretaro

### Anonimous - Architect

Collaborated within a visionary and creative team on retail architectural projects, influencing to the architectural landscape in my hometown.

2007-2008, Queretaro

### PLTFRMA - Intern Architect

Gave vital support in designing projects within the housing and retail sectors.

[To see my complete Vita please visit my LinkedIn Profile](#)

## EDUCATION

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### XR Bootcamp

UX Design Master Class - Scholarship

### CareerFoundry

UX Specialization

### Darmstadt University of Applied Sciences

Master of Arts (M.A.) in Interior Architecture - DAAD Scholarship

### Instituto Tecnologico de Queretaro

Bachelor of Architecture (BArch) in Architecture