BRAULIO RAMIREZ

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📍 Los Angeles, CA

EXPERIENCE

Digital Content Writer
Hulu
📅 10/2018 - Ongoing 📍 Santa Monica, CA

- Revised UI copy and Information Architecture for the Hulu Help Center, which led to a 54% increase in page views
- Wrote UI copy for Hulu's Contact Page, which led to an 8% increase in contact deflection
- Created Hulu's Conversation Design Style Guide to drive consistency in tone and style across A.I. channels
- Designed 50+ user journeys for HuluBot, Hulu's automated chat assistant
- Partnered with AI Analyst and Product Manager to build and launch Hulu's new Intelligent Voice Assistant
- Assisted Hulu's Enterprise Product Design team by writing UI copy for Hulu Ad Manager, a B2B tool

Community Moderator
Hulu
📅 11/2016 - 09/2018 📍 Santa Monica, CA

- Crafted social media posts to educate viewers on Hulu product
- Assisted 100+ customers per day via Twitter and Facebook
- Partnered with content team to optimize Hulu's Help Center articles based on customer feedback

Content Writer
Guru
📅 03/2015 - 04/2016 📍 San Diego, CA

- Created digital tours for various cultural institutions across San Diego, including SDMA, Balboa Park, Air & Space Museum, and Little Italy
- Wrote UI copy for various Guru-powered apps, including SDMA App and IOWA Battleship App

Copywriter
Editing Worm
📅 06/2013 - 04/2015 📍 San Diego, CA

- Ghostwrote an ebook about business and productivity
- Edited college admissions essays for high school seniors
- Translated various pieces of content from English to Spanish
- Wrote UI copy for several clients

Sales Manager
Macys
📅 09/2013 - 03/2015 📍 San Diego, CA

- Managed a $2.6 million business with 43 sales associates
- Exceeded sales goals by more than 25% each year
- Interviewed, hired, and coached associates for sales team

Staff Writer
The Daily Californian
📅 01/2012 - 05/2013 📍 Berkeley, CA

- Reviewed films, albums, and music concerts
- Contributed a weekly column during fall awards season

EDUCATION

User Experience Courses
UCLA Extension
📅 04/2020 - 08/2020 📍 Los Angeles, CA

BA in History
University of California Berkeley
📅 01/2010 - 05/2013 📍 Berkeley, CA

LANGUAGES

Spanish   Native

AWARDS

Connect's 29th Annual Awards
My team at Guru won the Software, Digital Media, Mobile App category at CONNECT's 29th Annual Most Innovative New Product Awards

2016 Sundance Screenwriters Lab Semi-Finalist
My first screenplay *Say Goodbye* was selected for the second round of the 2016 Sundance Screenwriters Lab

2008 Harvard Book Award
The Harvard Club of San Diego selected one of my short stories

SKILLS & TOOLS

UX Writing   UX Design Principles

Conversation Design   Translations

Project Management   Wireframes

Adobe XD   InDesign   HTML

Premiere Pro   JIRA   Figma