Passionate about driving technical, scalable, and user-centric solutions in enterprise and e-commerce environments. As an experienced UX/UI and AI professional, I am a dedicated user advocate, leveraging research, ideation, and prototyping to deliver exceptional user experiences. Skilled in analyzing complex requirements to develop creative, efficient solutions with minimal technical and user complexity. Adept at transforming user stories and requirements into impactful, functional assets that enhance user adoption and satisfaction. Possess exceptional interaction and visual design expertise, with mastery in visual hierarchy, layout, typography, and an unwavering attention to detail.

Software

Axure	Sketch	XD	Figma	AI	Adobe
6 yrs	5 yrs	7 yrs	6 yrs	4 yrs	20 yrs

Portfolios

LinkedIn
linkedin.com/in/ernestor0325

Website
ernestoarodriguez.me

Education

UTPA	Graphic Design
STC/ACC	Marketing
Codecademy	HTML, CSS, Java Script
IxDF	9 Certifications: UX/UI
Google UX/UI Certification	6 Month Certification

UX/ Positions

Jun 2025 / Present — McAllen Valley Roofing
UX/Marketing

Develop marketing strategies for all MVR umbrella companies, aligning digital and physical products, including web, print collateral, video editing, and animations. Guided teams to build scalable app frameworks, now standardized across Celanese plants. Streamlined processes through intuitive design, reducing task times by 25%.

Jun 2023 / Aug 2024 — Cognite (Contract)
UX/UI Information Visualization

Led the design and development of an advanced information visualization application at Celanese, boosting manufacturing decision-making. Partnered with Cognite and Celanese product managers to align project requirements with business objectives. Provided technical leadership to cross-functional teams, delivering scalable applications that set a standard for future plant implementations. Deployed a user-focused platform that enhanced data-driven insights and operational efficiency, overcoming challenges to realign requirements and meet project timelines via wireframes and prototyping.

Oct 2022 / May 2023 — TSC (Contract)
UX/UI Lead E-Com Application Developer

Led the planning and rollout of e-commerce apps, delivering user-friendly features on schedule. Collaborated with stakeholders to define over 40 requirements, enhancing mobile usability by 20% through effective mockups. Supported app deployment, reducing checkout friction by 15% with strategic updates. Partnered with UX research to refine designs, increasing engagement scores by 25%.

May 2022/Oct 2022 / May 2010/May 2013 — Apple Computers (Contract)
UX/UI Legal Application Designer

At Apple, contributed to three major projects, enhancing the Rover/Envoy CRM, Archer Request, and Archer Case Management systems. Collaborated with stakeholders and development teams to shape product strategy, streamline legacy applications, and improve user interfaces. Updated system architecture (AX) to boost performance and scalability.

Use Cases (Continued)

Nov 2019 / May 2022 — ClothingTech (Permanent)
UX/UI AI Systems Designer

Streamlined workflows for 5 tech teams, cutting task handoff delays by 25% using user-focused process maps. Collaborated with stakeholders to define 30+ requirements, aligning system updates with user needs. Leveraged Git for system and language framework design. Trained teams on optimized tools, achieving 95% adoption and 15% efficiency gains. Built strong partnerships with product managers, engineers, designers, and UX researchers to deliver cohesive, end-to-end solutions. Ensured product accessibility by adhering to Web Content Accessibility Guidelines.

May 2019 / Nov 2019 — DELL Computers (Contract)
UX/UI Sales AI Application Designer

Developed a CRM system (A3) at Dell to enhance sales and support team efficiency through a centralized platform for documentation, research, and operations. Ensured seamless integration, usability, and scalability, streamlining workflows and boosting team productivity. Furthermore I developed wireframes prototypes and wored on user testing.

Nov 2018 / May 2019 — eyeQ (Contract)
UX/UI AI Kiosk App Designer

Designed AI-driven kiosk and mobile interfaces for Coca-Cola and Ford, boosting user engagement by 25% through intuitive wireframes and prototypes. Collaborated with product managers to create 30+ prototypes, streamlining account setup and rewards access. Optimized user pathways, reducing interaction steps by 20% for seamless data entry and personalization. Delivered user-centric solutions, increasing redemption rates by 15% for kiosks.

Aug 2018 / Feb 2019 — PopUpRx (Freelance)
UX/UI Designer

Designed a multi-tiered healthcare app for a disruptive startup, increasing access for underinsured Americans by 25%. Led integration of AI, mobile, and e-commerce features, creating a user-friendly platform for 10,000+ users. Streamlined payment and delivery flows with intuitive wireframes and prototypes, reducing checkout time by 20%. Enhanced engagement by 30% through mission-focused UX/UI solutions.

Oct 2017 / Nov 2018 — AVAI/Univision (Freelance)
UX/UI Ecommerce Designer

Led a 7-person UX/UI team to design a banking app for unbanked U.S. and Latin American users, increasing onboarding by 20%. Collaborated with Univision product managers to develop 25+ prototypes and style guides, ensuring brand alignment. Created intuitive user pathways, reducing transaction steps by 15% for secure money transfers. Delivered a cohesive, user-centric solution, boosting engagement by 30% among underserved users.

Feb 2014 / Aug 2015 — Corvalent (Permanent)
UX/UI Designer

Designed a user-centric website, increasing key performance metrics by 30% through intuitive user pathways. Conducted user interviews and created 20+ high-fidelity prototypes to align designs with user needs. Collaborated with development teams to integrate an e-commerce platform, enhancing functionality and engagement by 25%. Tested and refined features, reducing load times by 15% for a seamless user experience.