



Senior Product Designer, enterprise workflows

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Enterprise and e-commerce products: learning, manufacturing, retail, CRM. Turn dense workflows into role-based screens, from research through Figma handoff. Accessibility and design-system patterns included.

SKILLS			PORTFOLIOS			
User Research, Wireframing, Prototyping, Design Systems, Accessibility (WCAG), Agile/Scrum, Responsive Design, Design Thinking, User Testing, Information Architecture.			LinkedIn linkedin.com/in/ernestor0325		Website ernestoarodriguez.me	
SOFTWARE			EDUCATION			
					UTPA STC/ACC	
Axure 7 yrs	Sketch 9 yrs	XD 8 yrs	Figma 8 yrs	Adobe CS 20 yrs	Graphic Design Marketing	
					Codecademy	HTML, CSS, Java Script
					IxDF	9 Certifications: UX/UI
					Google UX/UI Certification	6 Month Certification
UX WORK HISTORY						
Nov 2024 Present	Paladine (Remote) Product Designer					
• Mapped course-setup drop-off with support and product, then cut the path from 82 steps to 16. • Designed the core learner flows and the responsive patterns and empty states engineering shipped in Angular/React. • Checked the build against WCAG 2.2 AA.						
Jun 2023 Aug 2024	Cognite (Austin, TX) Product Designer					
• Designed the information-visualization tool Cognite built for Celanese plant teams, from workflow mapping through high-fidelity Figma prototypes. • Worked with Cognite and Celanese product managers to replace a dense operations view with role-based screens for supervisors and operators on web and mobile. • Defined the chart, filter, and alert patterns later reused in other plant rollouts, and wrote the interaction notes engineering implemented in React and Angular.						
Oct 2022 Oct 2023	Tractor Supply Company (Remote) Product Designer					
• Designed e-commerce flows for Tractor Supply's enterprise site, including search, product, and checkout, and prototyped them in Figma for the engineering team. • Worked with merchandising and product to simplify the path from a parts search to an in-stock item a store customer could actually pick up. • Marked the mobile states, form errors, and contrast issues against WCAG, and reviewed the build against those notes before release.						
May 2010 - May 2013/ May 2022 - Oct 2022	Apple (Remote) Product Designer					
• Contributed UX for three enterprise CRM projects on Apple's Rover/Envoy tools, which pulled customer data from SAP. • Mapped the support and sales workflows with the product team, then redesigned the main record and search screens in Figma for handoff to the React/Redux codebase. • Annotated keyboard, contrast, and form-error states so the shipped UI met WCAG, and paired with engineering on the components that were off-spec.						
Nov 2019 May 2022	ClothingTech (Austin, TX) Product Designer					
• Designed the interface for ClothingTech's garment digital-twin tool, from pattern-review flows through high-fidelity Figma and Sketch prototypes handed off to an Angular team. • Worked with product and engineering to turn pattern, fit, and simulation data into a review screen a technician could use, including the voice-command states for hands-busy shop use. • Set the core 3D-viewer patterns, empty states, and error messages, and ran task reviews with pattern makers before each release.						
May 2019 Nov 2019	DELL (Round Rock, TX) Product Designer					
• Designed the main sales and support screens for Dell's A3 CRM, which pulled account and case data from SAP. • Worked with sales and support leads to replace a crowded record view with a layout organized around the fields those teams checked on a call. • Prototyped the flows in Figma, marked contrast, focus, and form-error states for WCAG, and reviewed the Angular build against those notes.						
Feb 2018 May 2019	AVAI/Univision (Remote) Product Designer					
• Led a 7-person UX team on a banking app for unbanked users in the U.S. and Latin America, working with Univision product managers on onboarding, transfers, and in-app email. • Redesigned account opening and money transfer so the steps, ID checks, and error states were clear on a phone, in the languages the audience actually used. • Specified the accessible components engineering built in Angular and React, including focus order, contrast, and form errors, and reviewed the build against those notes.						
Aug 2017 Feb 2018	PopUpRx (Austin, TX) Product Designer					
• Designed mobile, email, and checkout flows for PopUpRx inside the existing design system, using Sketch and Adobe XD, with prototypes handed to the front-end team. • Reworked the order path for a product used by about 10,000 people, clarifying medication selection, status, and confirmation so support stopped answering the same questions. • Paired with developers on the HTML, CSS, and JavaScript build, and corrected spacing, states, and component mismatches before release.						
Sep 2016 May 2017	eyeQ (Autsin, TX) Product Designer					
• Designed kiosk screens for eyeQ installations used by Coca-Cola and Ford, covering the touch flow and the voice-prompt states for a speech interface. • Mapped the on-site task with the client team, then cut the path to the main action so a first-time user could finish without a staff member walking them through it. • Prototyped the screens in Sketch, annotated the error and timeout states, and reviewed the HTML, CSS, and JavaScript build against those notes.						