



Passionate about driving technical, scalable, and user-centric solutions in enterprise and e-commerce environments while adhering to SFMC design requirements. 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  
6 yrs



Sketch  
5 yrs



XD  
7 yrs



Figma  
6 yrs



AI  
4 yrs



Adobe  
20 yrs

## Portfolios

### LinkedIn

[linkedin.com/in/ernestor0325](https://www.linkedin.com/in/ernestor0325)

### Website

[ernestoarodriguez.me](https://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

Oct 2025 **Fortune Academy (Freelance)**  
Present UX/UI Designer

I spearhead the creation of user-centered digital experiences by conducting in-depth research to understand user needs and project requirements. My role involves meticulously crafting wire frames and prototypes that serve as the foundation for intuitive, visually appealing interfaces. By blending creativity with strategic insight, I ensure each design aligns with Fortune Academy's goals, delivering seamless and engaging user journeys that elevate their online learning platform.

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

Led 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 time lines via prototyping Google Charts.

Oct 2022 **TSC (Contract)**  
May 2023 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 mock-ups. 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 **Apple Computers (Contract)**  
May 2010/May 2013 UX/UI Legal Application Designer

At Apple, I contributed to three major projects, enhancing the Rover/Envoy CRM (including e-mail response system), 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 **ClothingTech (Permanent)**  
May 2022 UX/UI AI Systems Designer

Streamlined work flows 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 data visualization tools such as Google Charts to display information to stakeholders. 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. Developed e-mail processes for campaigns incorporating best practices. Ensured product accessibility by adhering to Web Content Accessibility Guidelines.

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

Developed a CRM system (A3) to enhance sales and support team efficiency through a centralized platform for documentation, research, and operations. Ensured seamless integration, usability, and scalability, streamlining work flows and boosting team productivity. Developed e-mail interactive campaigns for product response. Furthermore I developed wire frames prototypes and used Google Charts in meetings.

Feb 2018 **AVAI/Univision (Freelance)**  
Oct 2019 UX/UI Ecommerce Designer

Led a 7-person UX/UI team to design a banking app for U.S. and Latin American users lacking a banking account, increasing on boarding by 20%. Collaborated with Univision product managers to develop 25+ prototypes and style guides, ensuring brand alignment. Developed High-fidelity in-world e-mail designs. Created intuitive user pathways, reducing transaction steps by 15% for secure money transfers. Delivered a cohesive, user-centric solution, boosting engagement by 30% among underrepresented users.

Aug 2017 **PopUpRx (Freelance)**  
Feb 2018 UX/UI Designer

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

Sep 2016 **eyeQ (Contract)**  
May 2017 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 wire frames 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.

Feb 2014 **Corvalent (Permanent)**  
Aug 2015 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. Developed and implemented e-mail campaigns, animated GIFs, and high-fidelity in-world e-mail designs, while keeping e-mail-safe design practices (web-safe fonts, responsive layouts) top of mind.