

Ernesto Rodriguez

UX/UI Designer

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SUMMARY

Passionate about delivering scalable, user-centric solutions in enterprise and e-commerce environments while adhering to SFMC design standards. As a seasoned UX/UI and AI professional, I champion user advocacy through research, ideation, and prototyping to create exceptional experiences. Excel at analyzing complex requirements to craft efficient, intuitive solutions that minimize technical and user friction. Transform user stories into high-impact, functional assets that drive adoption and satisfaction. Master interaction and visual design, with expertise in hierarchy, layout, typography, and meticulous attention to detail

WORK EXPERIENCE

October 2025-Current

UX/UI Designer

🏢 Fortune Academy
📍 United States

Spearhead user-centered digital experiences using Figma, XD, and Sketch within Angular and React environments. Meticulously craft wireframes and prototypes that form intuitive, visually compelling interfaces. Blend creativity with strategic insight to align designs with goals, delivering seamless, engaging user journeys that elevate the online learning platform. Apply UX principles for responsive web and mobile interfaces, leveraging HTML, CSS, and JavaScript expertise.

June 2023-August 2024

UX/UI Information Visualization

🏢 Cognite
📍 Austin, Texas, United States

Led enterprise-level product design and development of an advanced information visualization application at Celanese, enhancing manufacturing decision-making. Collaborated with Cognite and Celanese product managers while applying UX principles for responsive web and mobile interfaces. Delivered technical leadership to cross-functional teams, creating scalable applications that established standards for future plant implementations. Launched a user-focused platform that improved data-driven insights and operational efficiency, navigating challenges to realign requirements while building in HTML, CSS, and JavaScript within React and Angular environments.

October 2022-May 2023

UX/UI Lead E-Com Application Developer

🏢 TSC

📍 United States

Led planning and rollout of enterprise-level e-commerce applications, delivering user-friendly features on schedule. Directed cross-functional collaboration to translate requirements into accessible design solutions. Supported application deployment, reducing checkout friction by 15% through strategic updates. Developed wireframes and prototypes using Figma and XD, enhanced by HTML, CSS, and JavaScript programming.

November 2019-May 2022

UX/UI AI Systems Designer

🏢 ClothingTech

📍 United States

Created enterprise-level products using Figma and Sketch in an Angular environment, integrating HTML, CSS, and Javascript programming. Built AI-driven interfaces and Digital Twin models. Collaborated with stakeholders to define 30+ requirements, aligning system updates with user needs. Leveraged speech recognition and machine learning to develop an expert system for clothing and pattern design. Forged strong partnerships with product managers, engineers, designers, and UX researchers to deliver cohesive, end-to-end solutions using 3D visualization libraries. Developed robust wireframes and prototypes for development teams. Established research and testing processes.

May 2019-November 2019

UX/UI Sales AI Application Designer

🏢 DELL Computers

📍 United States

Developed enterprise CRM system (A3) using SAP data systems to centralize operations and boost sales/support team efficiency. Collaborated cross-functionally to translate business needs into accessible solutions. Designed wireframes and prototypes in an Angular environment, adhering to WCAG standards while building with HTML, CSS, and JavaScript.

February 2019-October 2019

UX/UI Ecommerce Designer

🏢 AVAI/Univision

📍 Round Rock, Texas, United States

Led a 7-person UX/UI team to design a banking app for unbanked U.S. and Latin American users, increasing onboarding by 20%. Partnered with Univision product managers, designing with Jest/Enzyme. Crafted high-fidelity in-world email experiences. Streamlined user pathways, cutting transaction steps by 15% for secure transfers. Delivered a cohesive, user-centric solution in Angular and React environments while enforcing WCAG standards.

August 2017-February 2018

UX/UI Designer

🏢 PopUpRx

📍 Austin, Texas, United States

Designed enterprise UI/UX products using Figma, Adobe XD, and Sketch. Led integration of AI, mobile, email campaigns, and e-commerce features, delivering a user-friendly platform for 10,000+ users. Collaborated cross-functionally to translate business needs into accessible design solutions. Assisted programmers in developing webpages with HTML, CSS, and JavaScript.

September 2016-May 2017

UX/UI AI Kiosk Application Designer

 eyeQ

 Austin, Texas, United States

Designed AI-driven kiosk interfaces with speech recognition and machine learning for Coca-Cola and Ford. Developed enterprise UI/UX using Figma, Adobe XD, and Sketch in Angular and React environments. Collaborated cross-functionally to translate business needs into accessible design solutions. Optimized user pathways by creating wireframes and prototypes within agile cycles. Supported web development using HTML, CSS, and JavaScript.

February 2014-August 2015

UX/UI Designer

 Corvalent

 Cedar Park, Texas, United States

Designed a user-centric website through cross-functional collaboration, translating business needs into accessible solutions and creating 20+ wireframes and high-fidelity prototypes to align with user goals. Partnered with development teams to integrate an e-commerce platform, boosting functionality and engagement by 25%. Developed enterprise UI/UX using Figma, Adobe XD, and Sketch. Designed and deployed using Wordpress while building web pages with HTML, CSS, and JavaScript.

- Marketing Achievement Award

EDUCATION

-Current

HTML, CSS, Java Script

 Codecademy

 United States

Codecademy HTML, CSS, Java Script

-Current

UX/UI Certifications

 IxDF

 United States

IxDF 9 Certifications: UX/UI

-Current

UX/UI Certification

 Google

 United States

Google UX/UI Certification 6 Month Certification

2010-2013

Graphic Design

🎓 UTPA

📍 Edinburg, Texas, United States

UTPA Graphic Design

2010-2013

Marketing

🎓 STC/ACC

📍 McAllen, Texas, United States

STC/ACC Marketing

SKILLS

HTML (HyperText Markup Language) CSS (Cascading Style Sheet) JavaScript SAP React.js AngularJS

Adobe Product Family Speech Recognition Machine Learning Artificial Intelligence (AI)

User Interface/Experience (UI/UX) Software Development eCommerce Requirements Management

Prototyping Cross-Functional Time Management Software Administration Wireframes

Schedule Development User Interface Design Testing Systems Maintenance

Quality Assurance Methodology Expert Systems Product Engineering Apparel Design

User Experience Design (UXD) Artificial Intelligence (AI) Programming Languages Data Visualization

Technical Delivery Operational Strategy Data Visualization Tools Technical Leadership Product Design

Manufacturing Web Interface eLearning Sales Software Design Detail Oriented Typography

Wordpress

CERTIFICATIONS

Google UX/UI Certification 6 Month Certification

IxDF 9 Certifications: UX/UI

LANGUAGES

English - Fluent Spanish - Fluent

WORK AUTHORIZATION

I am authorized to work in the following countries:

- United States