



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
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

Education

UTPA	Graphic Design
STC/ACC	Marketing
Codecademy	HTML, CSS, Java Script
IxDF	9 Certifications: UX/UI
Google UX/UI Certification	8 weeks Certification

Use Cases

Jun 2023 **Cognite (Contract)**
Aug 2024 **UX/UI Project Lead, Information Visualization Application**

Spearheaded the design and development of a cutting-edge information visualization application, enhancing decision-making capabilities for Celanese's manufacturing operations. Collaborated closely with product managers from both Cognite and Celanese to define, refine, and prioritize project requirements, ensuring alignment with business goals and operational needs. Delivered strategic technical guidance to cross-functional programming teams, driving the creation of multiple scalable applications that became a standardized framework for future plant implementations across the organization. Enabled data-driven insights and operational efficiencies by deploying a robust, user-centric platform that streamlined complex manufacturing processes on desktops and kiosks.

The primary challenge was to get requirements and designs on track and back on schedule.

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

Led the strategic planning and development of e-commerce applications for the TSC Application Team, collaborating with programmers and design groups to forecast future development needs and extract comprehensive project requirements. Spearheaded the creation of low- and high-fidelity mockups, translating these requirements into visually compelling and user-friendly designs.

Use Cases (Continued)

Oct 2022 **TSC (Continued)**
May 2023

Provided critical support to the programming team throughout the execution and publishing phases, ensuring smooth deployment. Led the successful update of e-commerce features, driving improvements in functionality and user experience, while working closely with the UX/UI research team to enhance mobile app development.

May 2022 **Apple Computers (Contract)**
Oct 2022 **UX/UI Legal Application Designer**

At Apple, I contributed to three major projects, including the development and enhancement of the customer relationship management (CRM) system Rover/Envoy, Archer Request, and Archer Case Management. My role primarily involved collaborating with project stakeholders, industry experts, and development teams during ideation sessions to shape product strategy and functionality. The core challenge of these initiatives was to streamline legacy applications, transforming them into more intuitive, user-friendly interfaces while also updating the system architecture (AX) to improve performance and scalability.

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

As a UX Developer, I coordinated the design and functional processes for an industry-disrupting, AI-powered product aimed at revolutionizing the clothing industry. I played a key role in developing a web and mobile app solution that enabled the creation, design, and manufacturing of fully digital garments. In this startup environment, we faced the challenge of digitizing garment creation and integrating real-time 3D modeling through an AI system. I was responsible for designing a customer relationship management system and a cloud-based application. Throughout the project, I worked closely with the CEO and product managers to challenge existing business models, reimagining assumptions and driving innovation during the wireframing and prototyping phases. The main screens we applied the application to included mobile devices, tablets desktops and kiosks.

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

I contributed to the development of a customer relationship management (CRM) system for Dell, designed to enhance the efficiency of the sales and support teams by providing a centralized platform for documentation, research, and sales operations. The A3 system presented unique challenges, as it needed to serve as a comprehensive repository for all the tools and resources sales and support team members would require. My role involved ensuring the system's seamless integration, usability, and scalability to streamline workflows and improve overall team productivity.

Use Cases (Continued)

Nov 2018
May 2019

eyeQ (Contract)
UX/UI AI Kiosk App Designer

I contributed to user engagement and AI-driven kiosk projects for Coca-Cola and Ford, designing conversational interfaces for mobile devices and kiosks to enhance user experience. Working closely with product managers, I developed low- and high-fidelity prototypes and mapped user pathways to streamline interactions. The goal was to create intuitive, engaging environments where users could effortlessly create accounts, input data, and access personalized rewards—such as redemption certificates for Coca-Cola or tailored vehicle options for Ford. My role was pivotal in delivering seamless, user-centric solutions across both platforms.

Oct 2018
Nov 2018

AVAI/Univision (Freelance)
UX/UI Ecommerce Designer

I led the development of a banking application aimed at unbanked users in the U.S. and Latin America, overseeing a team of seven employees. In collaboration with Univision product managers, I played a key role in developing style guides, as well as both low- and high-fidelity prototypes for the application. The primary challenge was designing user pathways that were both intuitive and effective while ensuring cohesion with Univision's established design language, all while addressing the unique needs of users seeking simple and secure methods to send and receive money.

Aug 2016
Feb 2017

PopUpRx (Freelance)
UX/UI Designer

Developed an innovative, multi-tiered product for a pharmaceutical industry-disrupting startup, aimed at providing affordable and accessible medical care to underinsured Americans. Spearheaded the creation and integration of advanced technologies, including an AI-powered system, a user-friendly mobile application and website, and a cutting-edge e-commerce delivery and payment platform. Successfully addressed critical gaps in healthcare access by combining technological innovation with a mission-driven approach, delivering a transformative solution for working Americans.

Feb 2014
Aug 2015

Corvalent (Permanent)
UX/UI Designer

Led the design and development of a user-centric website, crafting intuitive user pathways through ideation, user interviews, and high-fidelity prototypes. Collaborated closely with development teams to ensure the integrity of design implementation, followed by rigorous testing to refine and optimize the product. Tasked with updating the website and driving significant improvements in web performance metrics, achieving up to a 30% increase across key indicators. Successfully integrated an e-commerce platform into the site, enhancing functionality and user experience to meet business objectives.