

# 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

## Marketing

✉ STC/ACC

⌚ McAllen, Texas, United States

STC/ACC Marketing

1992-1996

## Graphic Design

✉ UTPA

⌚ Edinburg, Texas, United States

UTPA Graphic Design

## 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 Course Certificate: Mobile User Experience (UX) Design**

Design mobile interfaces based on mobile usability best practices.

Use personas and task modelling to inform the design of a mobile user experience.

Design mobile interfaces that cater to the different operating platforms (e.g. iOS vs Android).

Design mobile user experiences that are engaging and fun.

**IxDF Course Certificate: User Experience: The Beginner's Guide**

Carry out a user-focused design process to create designs are truly relevant to users.

Communicate to internal and external stakeholders about the importance of UX design and user research.

Carry out a design process that avoids the most common mistakes seen in design projects of designers who are new to UX.

Analyze and improve the visceral, behavioral and reflective levels of the user experience of existing products or services.

#### **IxDF Course Certificate: How to Create a UX Portfolio**

Craft the perfect online and PDF UX portfolio that will impress recruiters.

Find and work on design projects, so that the final product is well-designed and demonstrates a high level of design skills and knowledge.

Write effectively—to create engaging and compelling copy not only in UX case studies but across all UX work.

#### **IxDF Course Certificate: Design Thinking: The Beginner's Guide**

Apply an iterative, user-focused design process to generate innovative ideas that solve complex, ill-defined problems.

Make use of practical design thinking methods such as interviews, co-creation sessions and rapid prototyping, in every stage of the design process.

Initiate a new working culture based on customer needs and wants, so all work is focused on creating holistic and sustainable customer value.

Employ user research techniques to ensure products and solutions are truly relevant to their target audience.

#### **IxDF Course Certificate: Information Visualization**

Design information visualizations which present data in meaningful and understandable ways.

Design a range of basic and complex information visualizations to ensure the visualization fits the data complexity.

Create designs that are free of common usability problems related to visual perception.

Evaluate and improve the effectiveness of an existing information visualization.

#### **IxDF Course Certificate: Human-Computer Interaction - HCI**

Carry out a design process that focuses on people's needs to ensure that designs are easy and pleasurable to use.

Create and enhance user interface designs based on principles of human cognition.

Design engaging user experiences for desktop, mobile and physical devices.

Evaluate the user experience of a design through user tests and expert evaluations.

#### **IxDF Course Certificate: Gestalt Psychology and Web Design: The Ultimate Guide**

Carry out a design process that focuses on people's needs and human psychology to ensure that designs are easy and pleasurable to use.

Create complex interface designs that are visually intuitive to understand and operate—by applying Gestalt principles such as the Law of Similarity and Law of Prägnanz.

Design user interfaces that are easy to understand by applying knowledge of how human vision and attention works.

Create intuitive designs that strike a balance between physical controls and digital interfaces, by understanding their benefits and trade-offs.

## **LANGUAGES**

English - Fluent

Spanish - Fluent

## **WORK AUTHORIZATION**

I am authorized to work in the following countries:

- United States