



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			Use Cases (Continued)			
						<div><div>Nov 2019 May 2022</div><div><b>ClothingTech (Permanent)</b> UX/UI AI Systems Designer</div><div><ul style="list-style-type: none"><li>Streamlined workflows across 5 tech teams, reducing task handoff delays by 25% with user-focused process maps.</li><li>Partnered with stakeholders to gather 30+ requirements, aligning system updates with end-user needs.</li><li>Utilized version control systems such as Git to design systems and language frameworks.</li><li>Trained teams on optimized tools, boosting adoption rates to 95% and user efficiency by 15%.</li><li>Develop deep partnerships with product managers, engineers, product designers, user researches and design systems team to deliver cohesive end-to-end solutions.</li><li>Worked with Web Content Accessibility Guidelines to develop the most accessible product possible.</li></ul></div></div>
Axure 6 yrs	Sketch 5 yrs	XD 7 yrs	Figma 6 yrs	AI 4 yrs	Adobe 20 yrs	
Portfolios						
<div>LinkedIn linkedin.com/in/ernestor0325</div>			<div>Website ernestoarodriguez.me</div>			
Education						
UTPA		Graphic Design				
STC/ACC		Marketing				
Codecademy		HTML, CSS, Java Script				
IxDF		9 Certifications: UX/UI				
Google UX/UI Certification		6 Month Certification				
Use Cases						
<div><div>Jun 2023 Aug 2024</div><div><b>Cognite (Contract)</b> UX/UI Information Visualization</div><div><ul style="list-style-type: none"><li>Revamped a stalled info visualization app for Celanese, slashing delays by 30% and boosting manufacturing decisions.</li><li>Aligned product managers to refine 50+ requirements, getting scope and deadlines back on track.</li><li>Guided teams to build scalable app frameworks, now standard across Celanese plants.</li><li>Streamlined processes via intuitive design, cutting task times by 25%.</li></ul></div></div>						<div><div>May 2019 Nov 2019</div><div><b>DELL Computers (Contract)</b> UX/UI Sales AI Application Designer</div><div><ul style="list-style-type: none"><li>Authored 15+ user guides for software tools, boosting adoption by 40% with clear, intuitive layouts.</li><li>Collaborated with dev and UX teams to distill 50 technical requirements into accessible docs.</li><li>Cut support queries by 20% by deploying kiosk-ready how-tos for 300+ end-users.</li><li>Iterated content based on user feedback, improving comprehension scores by 30%.</li></ul></div></div>
<div><div>Oct 2022 May 2023</div><div><b>TSC (Contract)</b> UX/UI Lead E-Com Application Developer</div><div><ul style="list-style-type: none"><li>Directed planning and rollout of e-commerce apps, delivering user-friendly features on time.</li><li>Defined 40+ requirements with stakeholders, boosting mobile usability by 20% via mockups.</li><li>Supported app deployment, cutting checkout friction by 15% with updates.</li><li>Partnered with UX research to refine designs, driving 25% higher engagement scores.</li></ul></div></div>						<div><div>Nov 2018 May 2019</div><div><b>eyeQ (Contract)</b> UX/UI AI Kiosk App Designer</div><div><ul style="list-style-type: none"><li>Designed AI-driven kiosk and mobile interfaces for Coca-Cola and Ford, lifting user engagement by 25% with intuitive flows.</li><li>Partnered with product managers to craft 30+ prototypes, streamlining account setup and rewards access.</li><li>Mapped user pathways, cutting interaction steps by 20% for seamless data entry and personalization.</li><li>Delivered user-centric solutions, driving 15% higher redemption rates for Coca-Cola and Ford kiosks.</li></ul></div></div>
<div><div>May 2022/Oct 2022 May 2010/May 2013</div><div><b>Apple Computers (Contract)</b> UX/UI Legal Application Designer</div><div><ul style="list-style-type: none"><li>Resolved 200+ user issues monthly, identifying pain points that informed a 30% faster system update cycle.</li><li>Collaborated with IT and product teams to prioritize fixes, improving user satisfaction scores by 20%.</li><li>Designed intuitive help guides adopted by 90% of staff, cutting training time by 5 hours per hire.</li><li>Gathered feedback from 50+ end-users, shaping a kiosk interface that boosted task efficiency by 15%.</li></ul></div></div>						<div><div>Aug 2018 Feb 2019</div><div><b>PopUpRx (Freelance)</b> UX/UI Designer</div><div><ul style="list-style-type: none"><li>Designed a multi-tiered healthcare app for underinsured Americans, boosting access by 25% for a disruptive startup.</li><li>Led integration of AI, mobile, and e-commerce features, delivering a user-friendly platform for 10,000+ users.</li><li>Streamlined payment and delivery flows, cutting check-out time by 20% with intuitive design.</li><li>Bridged care gaps, driving 30% higher engagement through a mission-focused solution.</li></ul></div></div>

Use Cases (Continued)

Oct 2017    **AVAI/Univision (Freelance)**  
Nov 2018    UX/UI Ecommerce Designer

- Led a 7-person team to design a banking app for un-banked U.S. and Latin American users, boosting onboarding by 20%.
- Partnered with Univision product managers to craft 25+ prototypes and style guides, aligning with brand standards.
- Mapped intuitive user pathways, cutting transaction steps by 15% for secure money transfers.
- Delivered a cohesive, user-centric solution, driving 30% higher engagement among underserved users.

Feb 2014    **Corvalent (Permanent)**  
Aug 2015    UX/UI Designer

- Designed a user-centric website, boosting key performance metrics by 30% with intuitive pathways.
- Conducted user interviews and built 20+ high-fidelity prototypes, aligning design with user needs.
- Partnered with dev teams to integrate an e-commerce platform, lifting functionality and engagement by 25%.
- Tested and refined site features, cutting load times by 15% for a seamless experience.