



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

Software			Use Cases (Continued)					
						May 2022/Oct 2022 May 2010/May 2013	Apple Computers (Contract) UX/UI Legal Application Designer	
Axure 7 yrs	Sketch 9 yrs	XD 8 yrs	Figma 8 yrs	AI 6 yrs	Adobe 20 yrs	Contributed to three major projects, enhancing enterprise-level Rover/Envoy CRM applications integrated with SAP data systems and improving system performance by 40%. Collaborated with cross-functional teams to translate business needs into accessible design solutions. Updated system architecture to boost scalability and reduce load times by 30%. Developed robust wireframes and interactive prototypes in a Redux and React environment, implementing WCAG standards to increase accessibility compliance by 50%.		
Portfolios								
LinkedIn linkedin.com/in/ernestor0325		Website ernestoarodriguez.me						
Education						Nov 2019 May 2022		ClothingTech (Permanent) UX/UI AI Systems Designer
UTPA		Graphic Design				Created enterprise-level products using Figma and Sketch in an Angular environment, integrating advanced HTML, CSS, and JavaScript programming. Built AI-driven interfaces and Digital Twin models that improved simulation accuracy by 45%. Collaborated with stakeholders to define 30+ requirements, aligning system updates with user needs and boosting satisfaction by 40%. Leveraged speech recognition and machine learning to develop an expert system for clothing and pattern design, reducing design time by 50%. 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 interactive prototypes for development teams. Established research and testing processes that enhanced usability scores by 35%.		
STC/ACC		Marketing						
Codecademy		HTML, CSS, Java Script						
IxDF		9 Certifications: UX/UI						
Google UX/UI Certification		6 Month Certification						
UX/ Positions						May 2019 Nov 2019		DELL Computers (Contract) UX/UI Sales AI Application Designer
Nov 2024 Present		Paladine (Freelance) UX/UI Designer				Developed enterprise CRM system (A3) using SAP data systems to centralize operations and increase sales/support team efficiency by 45%. Collaborated cross-functionally to translate business needs into accessible solutions. Designed high-fidelity wireframes and interactive prototypes in an Angular environment, adhering to WCAG standards while building with advanced HTML, CSS, and JavaScript to enhance accessibility and user satisfaction by 40%.		
Led cross-functional teams in designing user-centered digital experiences with Figma, Adobe XD, and Sketch for Angular and React applications. Created high-fidelity wireframes and interactive prototypes that delivered intuitive, visually compelling interfaces, increasing user engagement by 35%. Aligned creative solutions with business objectives to craft seamless user journeys, raising course completion rates by 28% on the online learning platform. Applied UX best practices for responsive web and mobile experiences and leveraged advanced HTML, CSS, and JavaScript skills to boost user satisfaction scores by 40%.								
Jan 2025 Present		Fortune Academy (Freelance) UX/UI Designer				Led a 7-person UX/UI team to design a banking app for unbanked U.S. and Latin American users, boosting onboarding by 50%. Partnered with Univision product managers, designing with Jest/Enzyme testing. Crafted high-fidelity in-world email experiences that enhanced engagement by 30%. Streamlined user pathways, reducing transaction steps by 40% for secure transfers. Delivered a cohesive, user-centric solution in Angular and React environments while enforcing WCAG standards to improve accessibility scores by 45%.		
Led teams in creating user-centered digital experiences using Figma, XD, and Sketch within Angular and React frameworks. Designed high-fidelity wireframes and interactive prototypes that drove intuitive, visually compelling interfaces, boosting user engagement by 35%. Combined creativity with strategic alignment to business goals, resulting in seamless, engaging user journeys that increased course completion rates by 28% on the online learning platform. Implemented UX best practices for responsive web and mobile designs, utilizing advanced HTML, CSS, and JavaScript skills to improve satisfaction scores by 40%.								
Jun 2023 Aug 2024		Cognite (Contract) UX/UI Information Visualization				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 that increased engagement by 45%. Collaborated cross-functionally to translate business needs into accessible design solutions. Assisted programmers in developing webpages with advanced HTML, CSS, and JavaScript to boost platform performance and satisfaction by 40%.		
Led enterprise-level product design and development of an advanced information visualization application at Celanese, accelerating manufacturing decision-making by 40%. Collaborated with Cognite and Celanese product managers while applying UX principles for responsive web and mobile interfaces. Provided technical leadership to cross-functional teams, building scalable applications that set standards for future plant implementations. Launched a user-focused platform that boosted data-driven insights and operational efficiency by 35%, overcoming challenges to realign requirements while developing in HTML, CSS, and JavaScript within React and Angular environments.								
Oct 2022 May 2023		TSC (Contract) UX/UI Lead E-Com Application Developer				Designed AI-driven kiosk interfaces with speech recognition and machine learning for Coca-Cola and Ford, improving interaction efficiency by 50%. 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 high-fidelity wireframes and interactive prototypes within agile cycles, reducing navigation time by 40%. Supported web development using advanced HTML, CSS, and JavaScript to enhance usability scores by 35%.		
Led planning and rollout of enterprise-level e-commerce applications, delivering user-friendly features on schedule and increasing conversion rates by 25%. Directed cross-functional collaboration to translate requirements into accessible design solutions. Developed wireframes and interactive prototypes using Figma and XD to boost user satisfaction by 30%.								