

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

November 2024-Current

UX Developer

🏢 Paladine
📍 McAllen, Texas, United States

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%.

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-October 2023

UX/UI Lead E-Com Application Developer

 TSC

 Austin, Texas, 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.

May 2022-October 2023

UX/UI Designer

 Apple

 Austin, Texas, United States

- Contributed UX for three enterprise CRM projects on Apple's Rover/Envoy tools, which pulled customer data from SAP.
- Mapped the support and sales workflows with the product team, then redesigned the main record and search screens in Figma for handoff to the React/Redux codebase.
- Annotated keyboard, contrast, and form-error states so the shipped UI met WCAG, and paired with engineering on the components that were off-spec.

November 2019-May 2022

UX/UI AI Systems Designer

 ClothingTech

 Austin, Texas, 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

 Round Rock, Texas, 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 Centralized Operations/Management Web Content Accessibility Guidelines (WCAG)

Customer Relationship Management (CRM) Systems

Sales Support

System Operations

Customer Satisfaction

Team Lead/Manager

Best Practices

Technical/Engineering Design

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 Pragnanz.

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