



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)		
					
Axure 6 yrs	Sketch 5 yrs	XD 7 yrs	Figma 6 yrs	AI 4 yrs	Adobe 20 yrs
Portfolios			Nov 2019 May 2022 ClothingTech (Permanent) UX/UI AI Systems Designer Streamlined workflows for 5 tech teams, cutting task handoff delays by 25% using user-focused process maps. Collaborated with stakeholders to define 30+ requirements, aligning system updates with user needs. Leveraged Git for system and language framework design. Trained teams on optimized tools, achieving 95% adoption and 15% efficiency gains. Built strong partnerships with product managers, engineers, designers, and UX researchers to deliver cohesive, end-to-end solutions. Ensured product accessibility by adhering to Web Content Accessibility Guidelines.		
LinkedIn linkedin.com/in/ernestor0325		Website ernestoarodriguez.me			
Education			May 2019 Nov 2019 DELL Computers (Contract) UX/UI Sales AI Application Designer Developed a CRM system (A3) at Dell to enhance sales and support team efficiency through a centralized platform for documentation, research, and operations. Ensured seamless integration, usability, and scalability, streamlining workflows and boosting team productivity. Furthermore I developed wireframes prototypes and wored on user testing.		
UTPA		Graphic Design			
STC/ACC		Marketing			
Codecademy		HTML, CSS, Java Script			
IxDF		9 Certifications: UX/UI			
Google UX/UI Certification		6 Month Certification			
UX/ Positions			Nov 2018 May 2019 eyeQ (Contract) UX/UI AI Kiosk App Designer Designed AI-driven kiosk and mobile interfaces for Coca-Cola and Ford, boosting user engagement by 25% through intuitive wireframes and prototypes. Col- laborated with product managers to create 30+ proto- types, streamlining account setup and rewards access. Optimized user pathways, reducing interaction steps by 20% for seamless data entry and personalization. Delivered user-centric solutions, increasing redemp- tion rates by 15% for kiosks.		
Jun 2025 Present		McAllen Valley Roofing UX/Marketing Develop marketing strategies for all MVR umbrella companies, aligning digital and physical products, including web, print col- lateral, video editing, and animations. Guided teams to build scalable app frameworks, now standardized across Celanese plants. Streamlined processes through intuitive design, reduc- ing task times by 25%.			
Jun 2023 Aug 2024		Cognite (Contract) UX/UI Information Visualization Led the design and development of an advanced information visualization application at Celanese, boosting manufacturing decision-making. Partnered with Cognite and Celanese prod- uct managers to align project requirements with business objectives. Provided technical leadership to cross-functional teams, delivering scalable applications that set a standard for future plant implementations. Deployed a user-focused plat- form that enhanced data-driven insights and operational ef- ficiency, overcoming challenges to realign requirements and meet project timelines via wireframes and prototyping.			
Oct 2022 May 2023		TSC (Contract) UX/UI Lead E-Com Application Developer Led the planning and rollout of e-commerce apps, delivering user-friendly features on schedule. Collaborated with stake- holders to define over 40 requirements, enhancing mobile usability by 20% through effective mockups. Supported app deployment, reducing checkout friction by 15% with strate- gic updates. Partnered with UX research to refine designs, increasing engagement scores by 25%.			
May 2022/Oct 2022 May 2010/May 2013		Apple Computers (Contract) UX/UI Legal Application Designer At Apple, contributed to three major projects, enhancing the Rover/Envoy CRM, Archer Request, and Archer Case Manage- ment systems. Collaborated with stakeholders and develop- ment teams to shape product strategy, streamline legacy applications, and improve user interfaces. Updated system architecture (AX) to boost performance and scalability.			
		Feb 2014 Aug 2015 Corvalent (Permanent) UX/UI Designer Designed a user-centric website, increasing key performance metrics by 30% through intuitive user pathways. Conducted user interviews and created 20+ high-fidelity prototypes to align designs with user needs. Collaborated with develop- ment teams to integrate an e-commerce platform, enhancing functionality and engagement by 25%. Tested and refined features, reducing load times by 15% for a seamless user expe- rience.			