



UX/UI Designer with 10+ years of experience crafting scalable, user-centric solutions for enterprise and e-commerce environments. Proven track record of delivering measurable outcomes — including 40% faster decision-making, 35% higher engagement, and 25% increased conversion rates — for clients like Apple, Dell, Univision, and Coca-Cola. Expertise spans user research, prototyping, design systems, AI-driven interfaces, and front-end development (HTML, CSS, JavaScript) within React and Angular environments. IxDF and Google UX certified, with a passion for transforming complex requirements into intuitive, accessible experiences that minimize friction and drive adoption.

SKILLS

PORTFOLIOS

User Research, Wireframing, Prototyping, Design Systems, Accessibility (WCAG), Agile/Scrum, Responsive Design, Design Thinking, User Testing, Information Architecture.

LinkedIn
linkedin.com/in/ernestor0325

Website
ernestoarodriguez.me

SOFTWARE

EDUCATION


Axure
7 yrs


Sketch
9 yrs


XD
8 yrs


Figma
8 yrs


ChatGPT
6 yrs


Adobe
20 yrs

UTPA
STC/ACC
Codecademy
IxDF
Google UX/UI Certification

Graphic Design
Marketing
HTML, CSS, Java Script
9 Certifications: UX/UI
6 Month Certification

UX WORK HISTORY

Nov 2024
Present

Paladine
UX/UI Designer

- Led cross-functional teams in designing end-to-end user-centered digital experiences using Figma, Adobe XD, and Sketch for Angular and React applications.
- Created high-fidelity wireframes and interactive prototypes that delivered intuitive interfaces, increasing user engagement by 35%.
- Aligned solutions with business objectives to craft seamless user journeys on an online learning platform, raising course completion rates by 28%.
- Applied UX best practices for responsive web and mobile experiences, leveraging advanced HTML, CSS, and JavaScript to boost satisfaction scores by 40%.

Jun 2023
Aug 2024

Cognite
UX/UI Information Visualization

- Led end-to-end enterprise 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 and stakeholders, applying UX principles to create responsive web and mobile interfaces.
- Provided technical leadership to cross-functional teams, building scalable applications that established standards for future plant implementations.
- Launched a user-focused platform that boosted data-driven insights and operational efficiency by 35%, realigning requirements while developing in HTML, CSS, and JavaScript within React and Angular environments.

Oct 2022
May 2023

TSC
UX/UI Lead E-Com Application Developer

- Led planning and rollout of end-to-end enterprise e-commerce applications, delivering user-friendly features on schedule and increasing conversion rates by 25%.
- Directed cross-functional collaboration with stakeholders to translate requirements into accessible, customer-centered design solutions.
- Developed wireframes and interactive prototypes in Figma and Adobe XD, boosting user satisfaction by 30%.

May 2022 - Oct 2022
May 2010 - May 2013

Apple Computers
UX/UI Legal Application Designer

- Contributed to three major projects enhancing end-to-end UX for enterprise Rover/Envoy CRM applications integrated with SAP data systems, improving performance by 40%.
- Collaborated cross-functionally with stakeholders to translate business needs into accessible, customer-centered 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 while implementing WCAG standards, increasing accessibility compliance by 50%.

Nov 2019
May 2022

ClothingTech
UX/UI AI Systems Designer

- Designed end-to-end enterprise products in Figma and Sketch within an Angular environment, integrating advanced HTML, CSS, and JavaScript.
- Built AI-driven interfaces and Digital Twin models that improved simulation accuracy by 45%, and leveraged speech recognition with machine learning to create an expert system for clothing and pattern design, reducing design time by 50%.
- Collaborated with stakeholders to define 30+ requirements, aligning system updates with user needs and boosting satisfaction by 40%.
- Partnered with product managers, engineers, designers, and UX researchers to deliver cohesive solutions using 3D visualization libraries.
- Developed robust wireframes and interactive prototypes for development teams while establishing research and testing processes that enhanced usability scores by 35%.

May 2019
Nov 2019

DELL Computers
UX/UI Sales AI Application Designer

- Designed end-to-end UX for an enterprise CRM system (A3) using SAP data systems, centralizing operations and increasing sales/support team efficiency by 45%.
- Collaborated cross-functionally with stakeholders to translate business needs into accessible, customer-centered solutions.
- Created high-fidelity wireframes and interactive prototypes in an Angular environment while enforcing WCAG standards.
- Built with advanced HTML, CSS, and JavaScript to enhance accessibility and user satisfaction by 40%.

Feb 2018
Oct 2019

AVAI/Univision
UX/UI Ecommerce Designer

- Led a 7-person UX/UI team to design end-to-end banking app experiences for unbanked U.S. and Latin American users, boosting onboarding by 50%.
- Partnered with Univision product managers and stakeholders to translate needs into accessible solutions, supporting validation with Jest/Enzyme testing.
- Crafted high-fidelity in-app email experiences that enhanced engagement by 30% and streamlined secure transfer pathways, reducing transaction steps by 40%.
- Delivered a cohesive, user-centric solution in Angular and React environments while enforcing WCAG standards, improving accessibility scores by 45%.

Aug 2017
Feb 2018

PopUpRx
UX/UI Designer

- Designed end-to-end enterprise UI/UX products in Figma, Adobe XD, and Sketch within established design systems.
- Led integration of AI, mobile, email, and e-commerce features, delivering a user-friendly platform for 10,000+ users that increased engagement by 45%.
- Collaborated cross-functionally with stakeholders to translate business needs into accessible, customer-centered solutions.
- Partnered with developers on HTML, CSS, and JavaScript implementation to refine designs and boost platform performance and satisfaction by 40%.

Sep 2016
May 2017

eyeQ
UX/UI AI Kiosk Application Designer

- Designed end-to-end AI-driven kiosk interfaces with speech recognition and machine learning for Coca-Cola and Ford, improving interaction efficiency by 50%.
- Developed enterprise UI/UX in Figma, Adobe XD, and Sketch within Angular and React environments and design systems.
- Collaborated cross-functionally to translate business needs into accessible, customer-centered solutions.
- Optimized user pathways with high-fidelity wireframes and interactive prototypes in agile cycles, reducing navigation time by 40%.
- Validated designs through iteration and front-end support (HTML, CSS, JavaScript), raising usability scores by 35%.