



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)		
					
Axure 7 yrs	Sketch 9 yrs	XD 8 yrs	Figma 8 yrs	AI 6 yrs	Adobe 20 yrs
Portfolios					
LinkedIn linkedin.com/in/ernestor0325			Website ernestoarodriguez.me		
Education					
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					
Oct 2025 Present	Fortune Academy (Freelance) UX/UI Designer				
Spearhead user-centered digital experiences using Figma, XD, and Sketch within Angular and React environments. Meticulously craft wireframes and prototypes that form intuitive, visually compelling interfaces. Blend creativity with strategic insight to align designs with goals, delivering seamless, engaging user journeys that elevate the online learning platform. Apply UX principles for responsive web and mobile interfaces, leveraging HTML, CSS, and JavaScript expertise.					
Jun 2023 Aug 2024	Cognite (Contract) UX/UI Information Visualization				
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.					
Oct 2022 May 2023	TSC (Contract) UX/UI Lead E-Com Application Developer				
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/Oct 2022 May 2010/May 2013	Apple Computers (Contract) UX/UI Legal Application Designer				
I contributed to three major projects, enhancing enterprise-level Rover/Envoy CRM applications integrated with SAP data systems. Collaborated with cross-functional teams to translate business needs into accessible design solutions. Updated system architecture to improve performance and scalability. Developed robust wireframes and prototypes in a Redux and React environment, implementing WCAG standards and leveraging HTML, CSS, and JavaScript as needed.					
Nov 2019 May 2022			ClothingTech (Permanent) UX/UI AI Systems Designer		
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 Nov 2019			DELL Computers (Contract) UX/UI Sales AI Application Designer		
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.					
Feb 2018 Oct 2019			AVAI/Univision (Freelance) UX/UI Ecommerce Designer		
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.					
Aug 2017 Feb 2018			PopUpRx (Freelance) UX/UI Designer		
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.					
Sep 2016 May 2017			eyeQ (Contract) UX/UI AI Kiosk Application Designer		
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.					
Feb 2014 Aug 2015			Corvalent (Permanent) UX/UI Designer		
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 email campaigns, animated GIFs, and high-fidelity in-world email experiences while building web pages with HTML, CSS, and JavaScript.					