

Ernesto Rodriguez

UX/UI Expert



I design responsive websites and leading the creative process. I am 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..

In addition to my UX/UI skill sets I run marathons, endurance long distance hikes and enjoy traveling and photographing the world.

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LinkedIn:

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Email:

ernestoarodriguez@me.com



Sketch



Figma



Axure RP



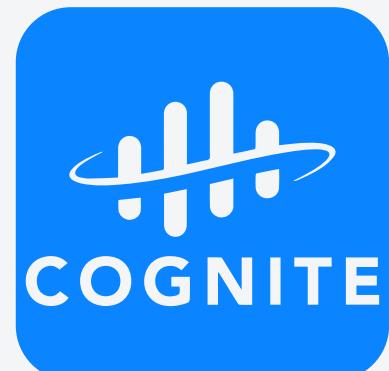
Adobe XD

01 Case Study Manufacturing App

Cognite

Project Brief:

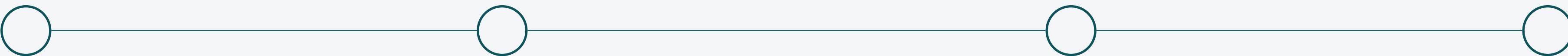
Led enterprise-level product design and development of an advanced information visualization application at Celanese, enhancing manufacturing decision-making. Collaborated with Cognite and Celanese product managers while applying UX principles for responsive web and mobile interfaces. Delivered technical 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.



Design Process

01 Empathy

Most of our initial research was confined to executing ideologies formulated by the Celanese project manager. Requirements were presented by the Cognite project manager and others were extracted through multiple meetings between myself and Celanese while adhering to the Evolving Style Guide.



02 Ideation

Brainstorming sessions were conducted mainly between Celanese project manager and myself with the occasional meeting with programmers to create a high level of communications and inter department exchange of data.

03 Prototype

After creating requirements it was time to get our hands dirty. At this point I would develop flow charts that evolved into wire frames and then high fidelity prototypes. It is paramount that quick prototyping iterations occur. We would nimbly design and redesign in both Figma and XD iterating as new information was made available.

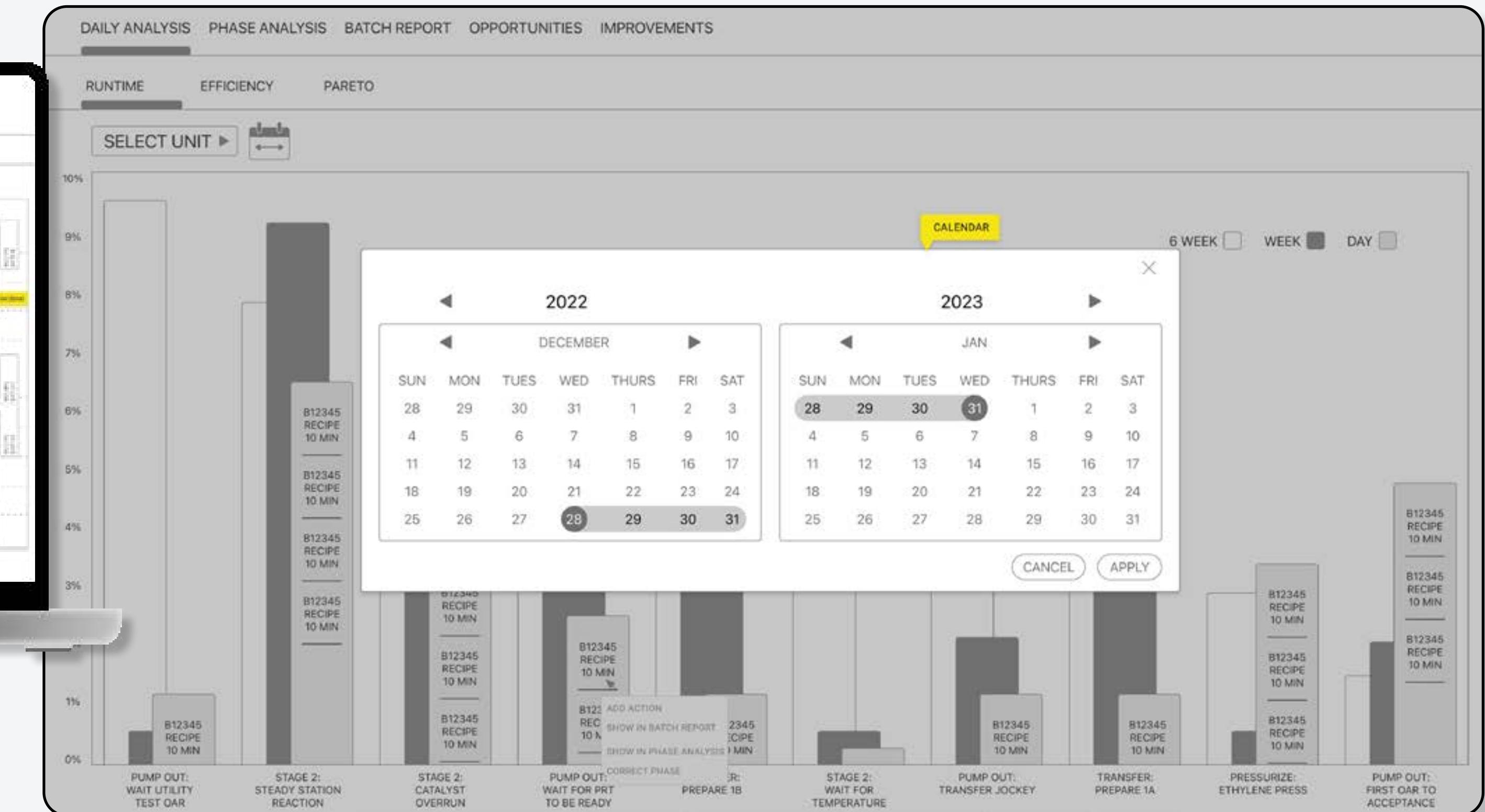
04 Test

Testing entailed daily meeting with programmers to discuss functionality while A/B testing with users throughout Celanese. After testing sessions users were asked screening questions during interviews.

Wireframes



Runtime

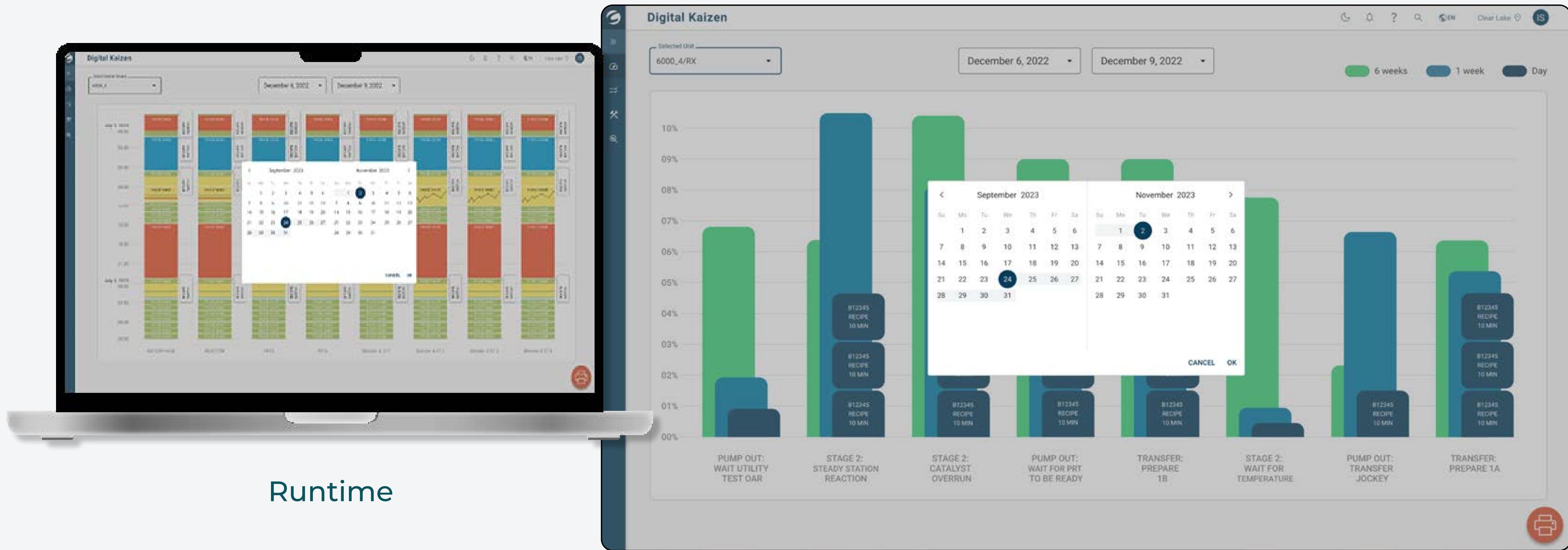


Pareto: Calendar

Testing for Change of Location of Application

The above show a presentation for Wireframes developed using initial requirements and eventually refined into prototypes.

Prototypes



Testing for Change of Location of Application

The above show a presentation for prototypes refined from initial wireframes.

Final Results

Wire frames and rough designs were eventually converted to working high fidelity prototypes for Celenese and project reached it's logical conclusion before design and programming was moved to Oslo, Norway. Project UX/UI was designed ahead of schedule and exceeded all expectation set by Celenese.

+41%

**Operational
Efficiency**

Key Metrics

+68%

Development Speed

Reduced
custom UI time

+08%

Iteration Cycles

Accelerated

02 Case Study E-Com/SalesApp

Tractor Supply Co.

Project Brief:

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.



Design Process

01 Empathy

Research Methodology

Focus Groups - End users, industry experts and programmers.

- User Testing
- A/B Testing
- Open-ended questions
- Arrange questions naturally
- Hire a skilled moderator



02 Define

With User Testing in hand the team would discuss how best to tackle the task. I would develop requirements along with the project manager.

03 Ideation

Taking more abstract idea and developing requirements was especially important during the ideation phase. I accomplished this through rigorous brainstorming sessions in person on whiteboards and Teams video conferencing. I believe in the “10 why questions” approach where we drill down to the why of the product in a series of why questions.

04 Prototype

After creating requirements it was time to get our hands dirty. At this point I would develop flow charts that evolved into wireframes and then high fidelity prototypes. It is paramount that quick prototyping iterations occur. We would nimbly design and redesign in XD.

05 Test

I worked with the product managers to develop product questionnaires for A/B testers. Further testing was done on users through interviews and app mockups.

- Screening questions
- Pre-test questions
- In-test questions
- Post-test questions

Testing

UX Summary 4/2023
Change Store Location- CMA

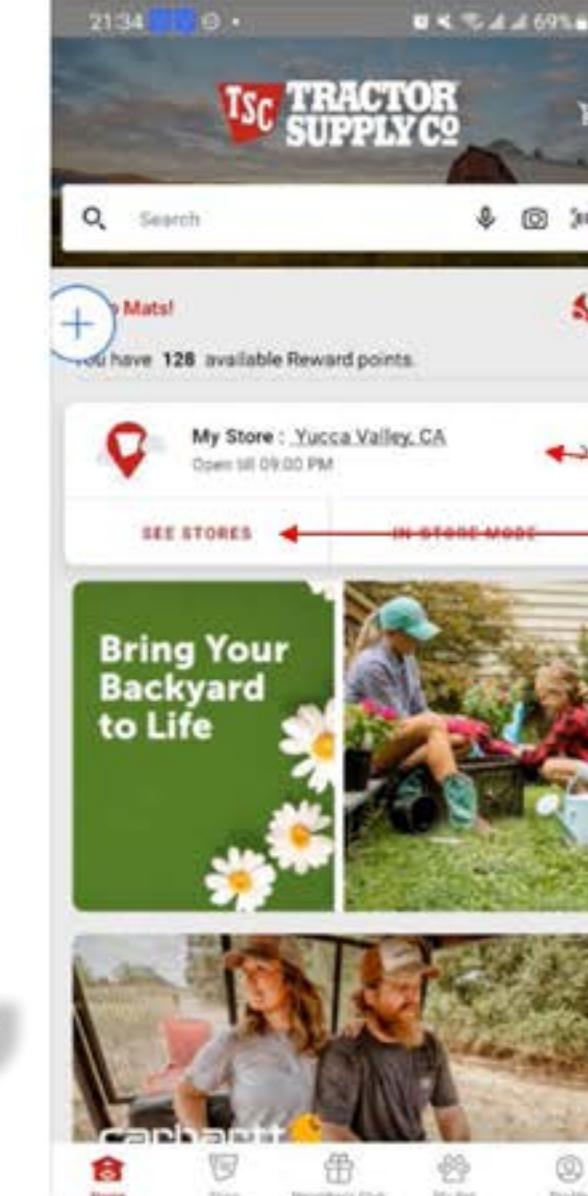
Usability testing for changing store locations in 3 instances on CMA: home screen, PLP, POP (8 users, TSC/Non)

Key Questions and Insights:

- Do users notice where to click to change stores on home screen? Yes, though their selection arbitrarily varied between "See stores" and "My Store."
- Do users notice where to click to change stores on PLP? Though some users noticed that the option would be at the top of the page, others struggled to find the option as the light gray text was challenging to see. One user was unsure if the gray color meant it was not interactive.
- Do users notice where to click to change stores on POP? Recommendations: Darken the font. Consider underlining the store name to help indicate affordances/interactive capabilities.
- Do users notice where to click to change stores on POP? Yes, though some struggled when the item was not available for pickup as the prompt to view other stores was under another fulfillment option and not in close proximity.
- Do users understand how to use the change store features? Yes, though some users were frustrated or uncertain when needing to click back numerous times to reach back to their PLP search. They expected a quick return.
- Additional comments? Users had to click back (3-4 times) to return to PLP.

Change Location: pg 1

Home Screen



The option to change stores from home screen seems clear and easy to find both when using "see stores" and "my store." It is not clear if users understand the difference between "see stores" and "my store" as they appear to use them interchangeably, though this not present any clear issues.

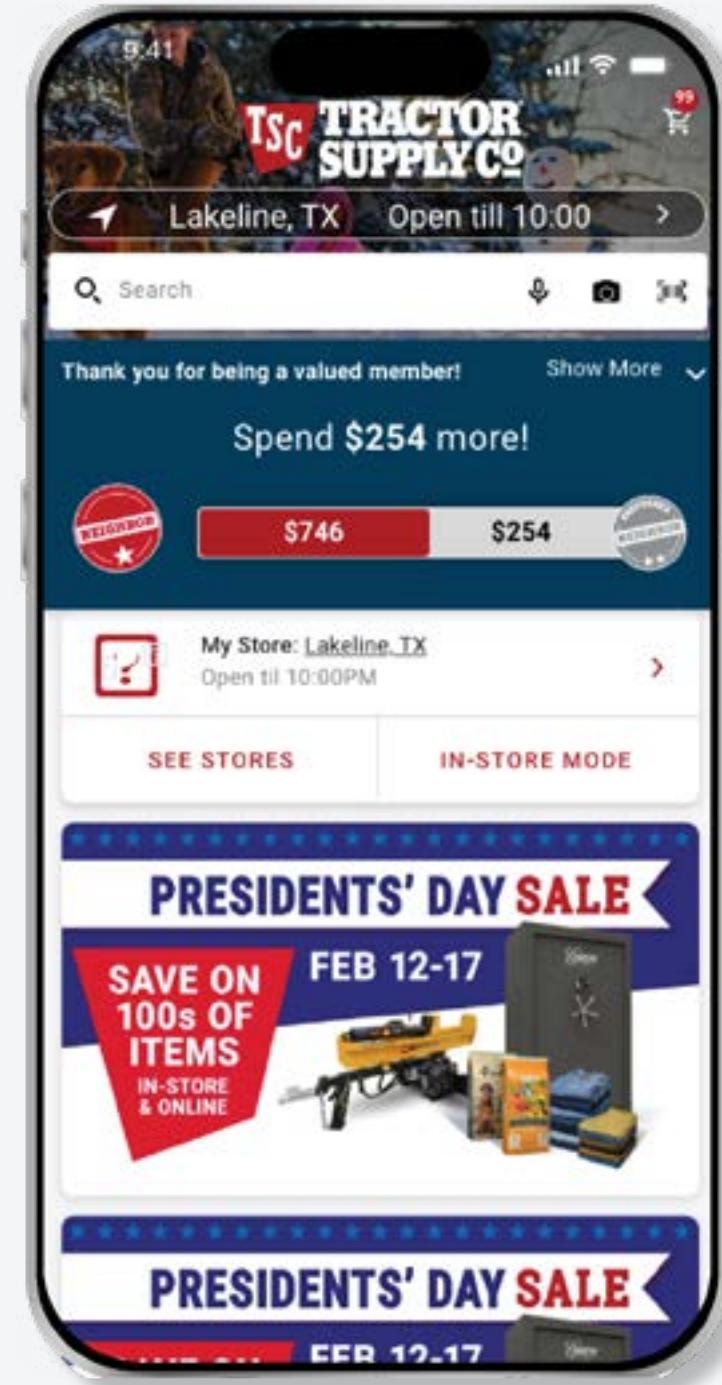
[See clips here](#)

Change Location: pg 2

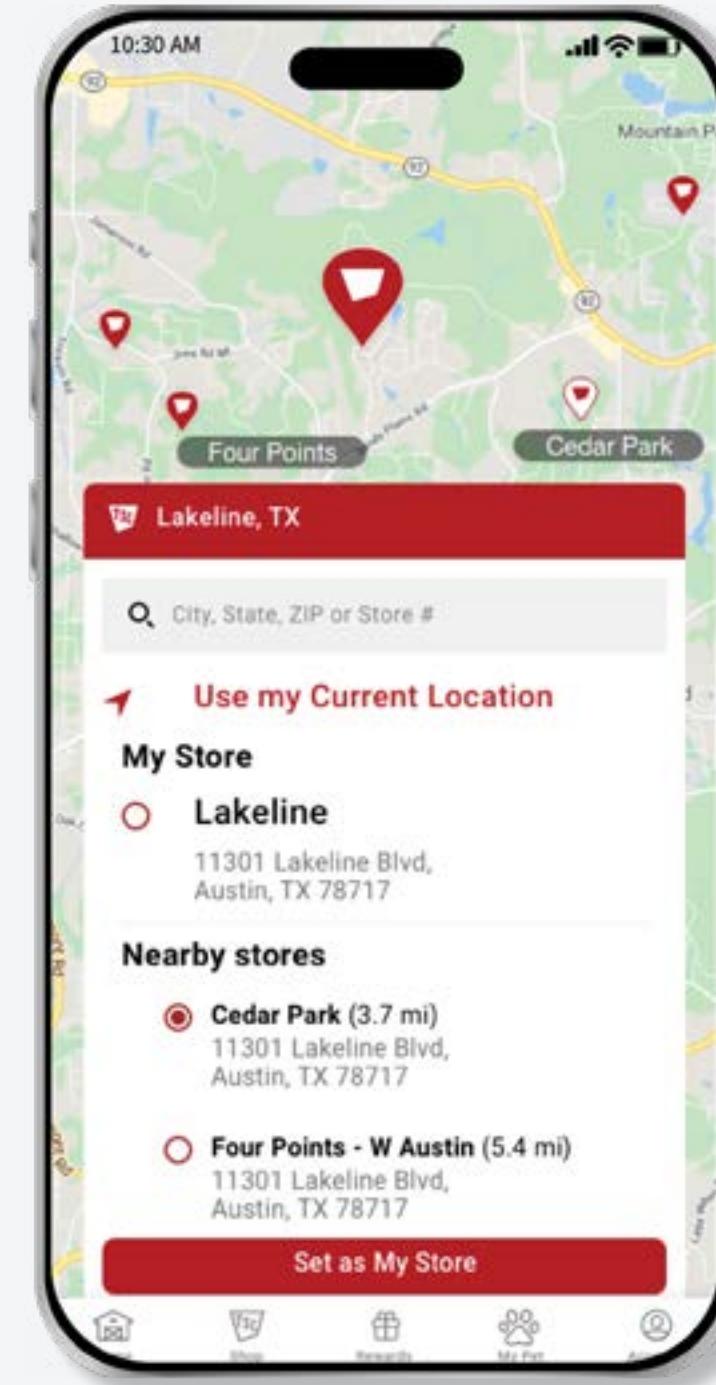
Testing for Change of Location of Application

The above show a presentation for user testing performed to evaluate usability of a change of location user pathway.

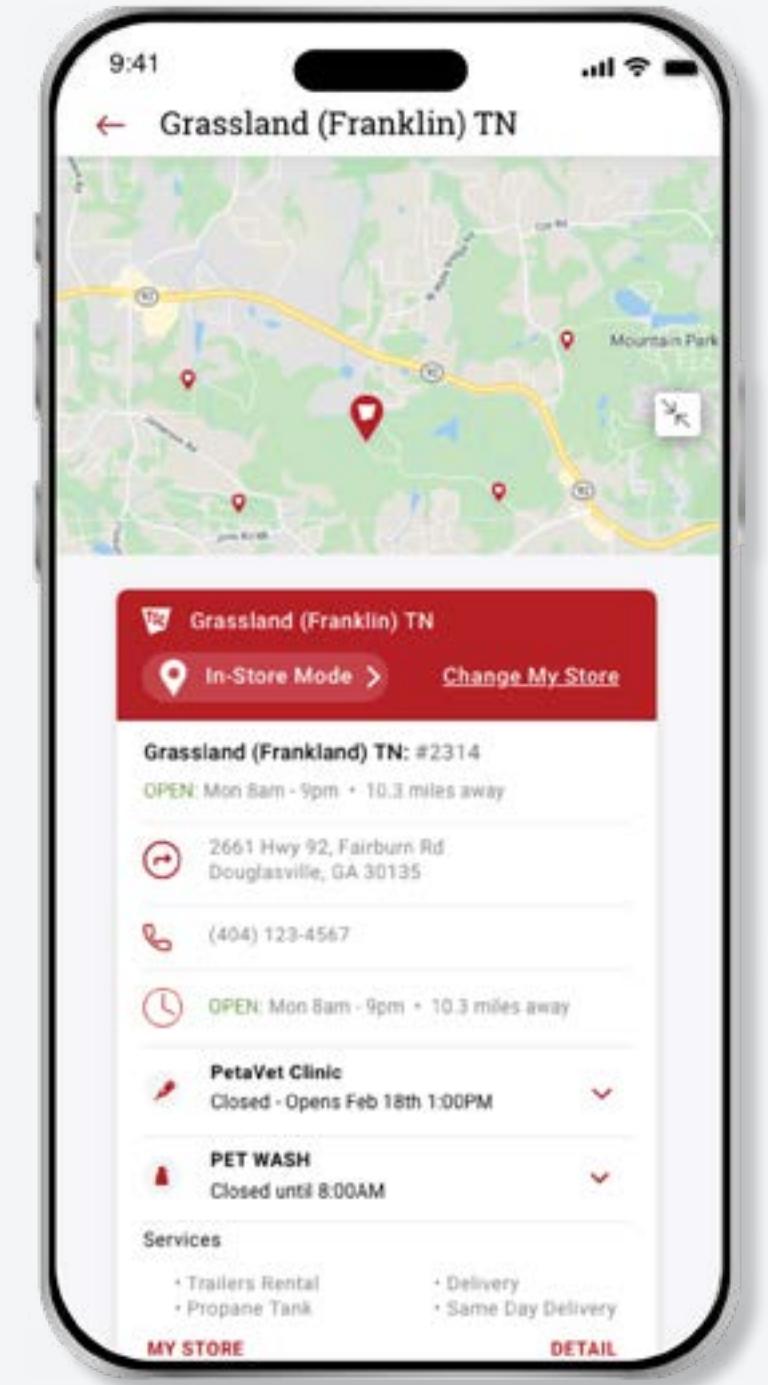
Prototypes



Home Page



Change Location



Apply Change

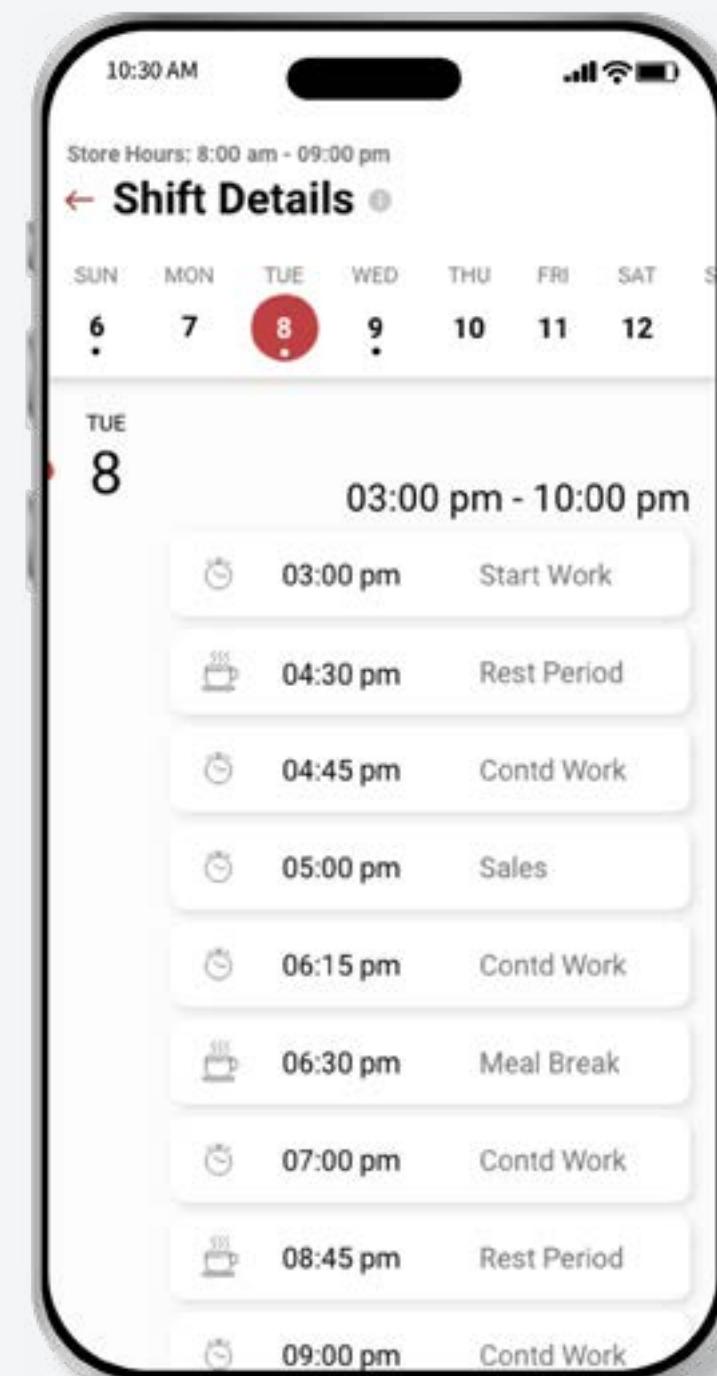
Hi-Fidelity Prototypes for Changing Default Location (Mobile App)

Changing of default store location. Users are to tap the location button and get to the Change location screen. At that point users are to either use city, zip code or store number to change default location.

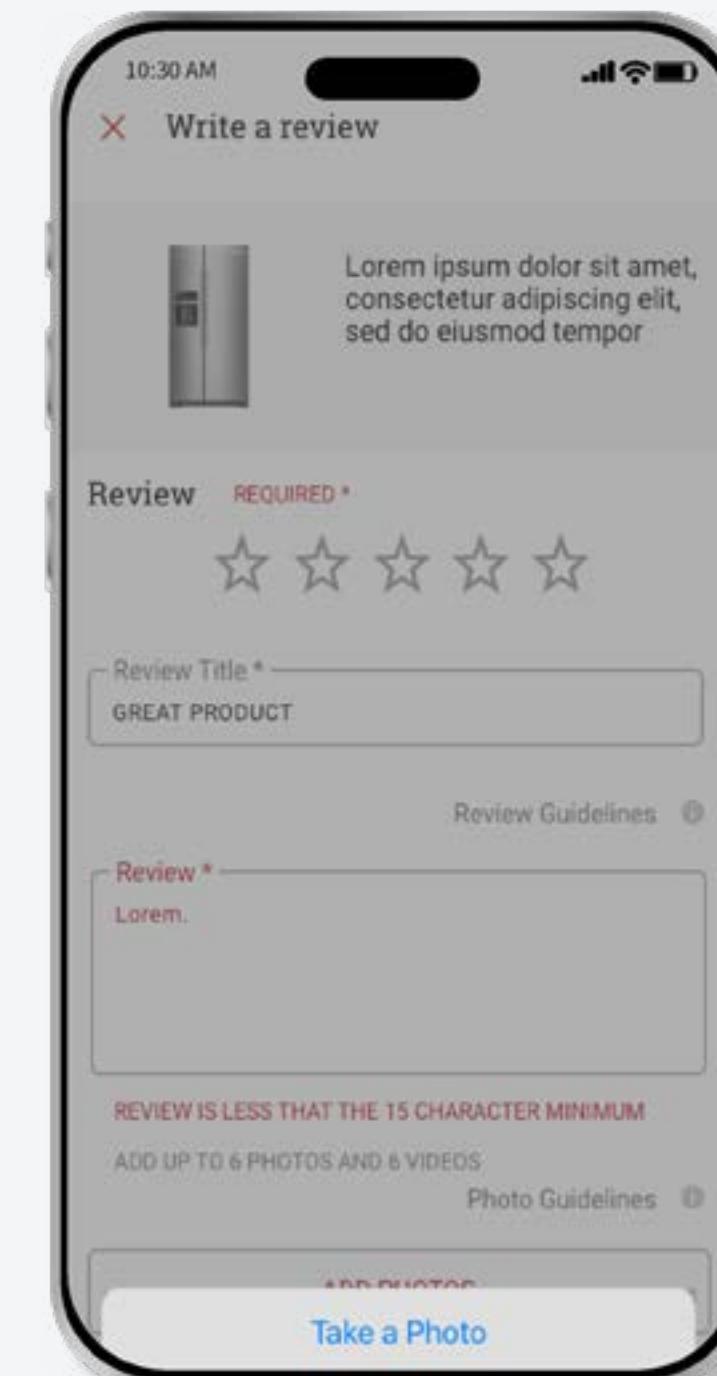
Prototypes



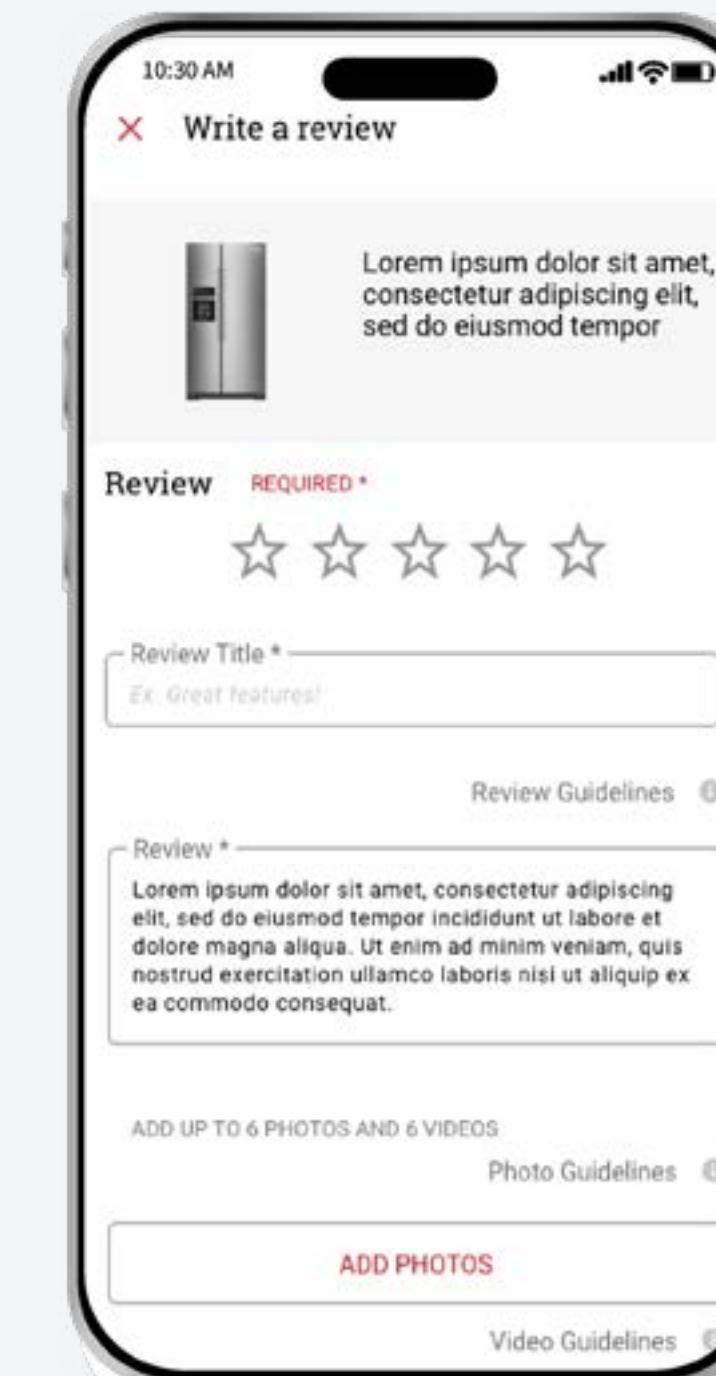
Add a Pet



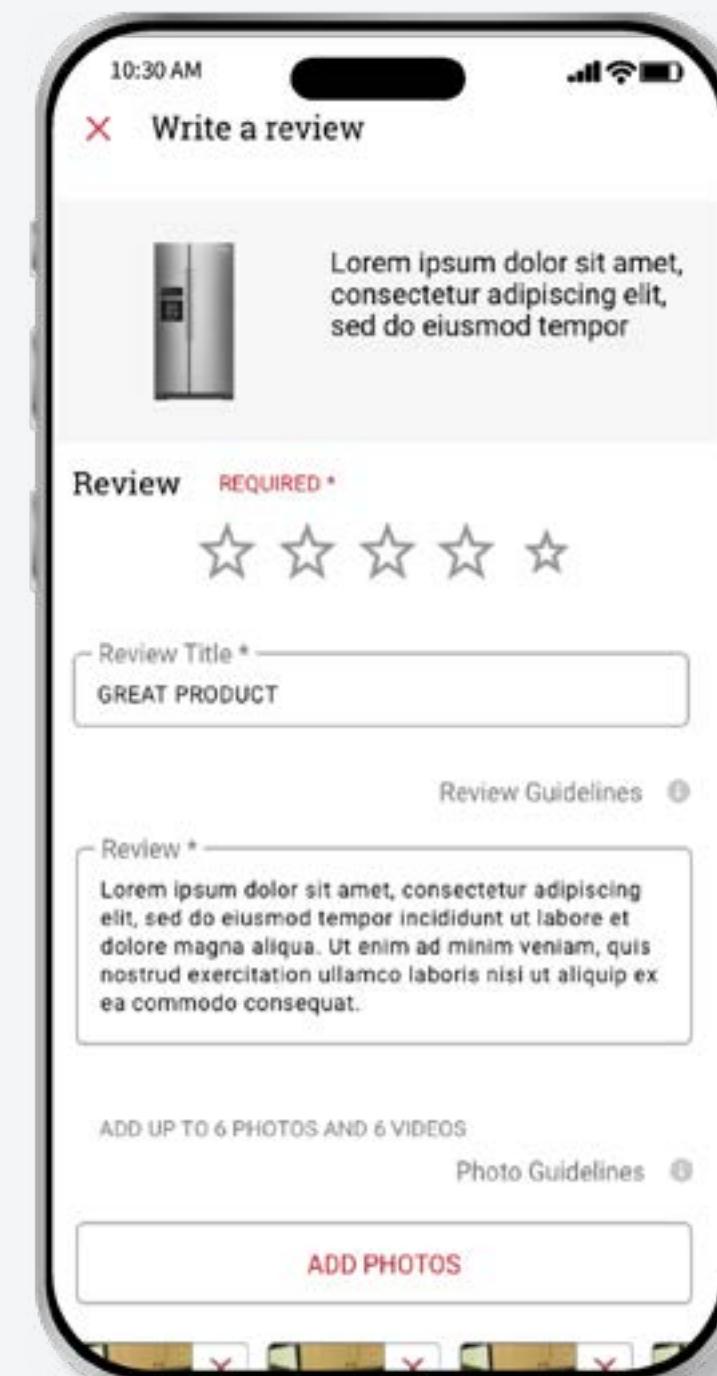
TSC & ME Shift Details



Review: Add Photos



Review Page



Review: Delete Photos

Hi-Fidelity Prototypes E-Commerce Platform(Mobile App)

Some examples of application sections that I designed while on my contract with TSC.

Final Results

Development of the TSC mobile app e-commerce was executed successfully. TSC & Me was developed for internal uses successfully and a revamp of many of the original designs led to a wider user engagement and usability.

+34%

**BOPIS
Adoption**

+22%

Conversion Rate

+28%

**Faster Store
Selection**

-41%

**Visual
Inconsistencies**

03 Case Study Legal App

Apple

Project Brief:

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.



Design Process

01 Empathy

Research Methodology:
Focus Groups
After a task was set meetings consisted of myself and the attorneys that would utilize this application.



02 Define

Discussions would revolve around the current application pain points and extraction of application requirements.

03 Ideation

I accomplished this through rigorous brainstorming sessions in person on whiteboards and Teams video conferencing. I believe in the “10 why questions” approach where we drill down to the why of the product in a series of why questions.

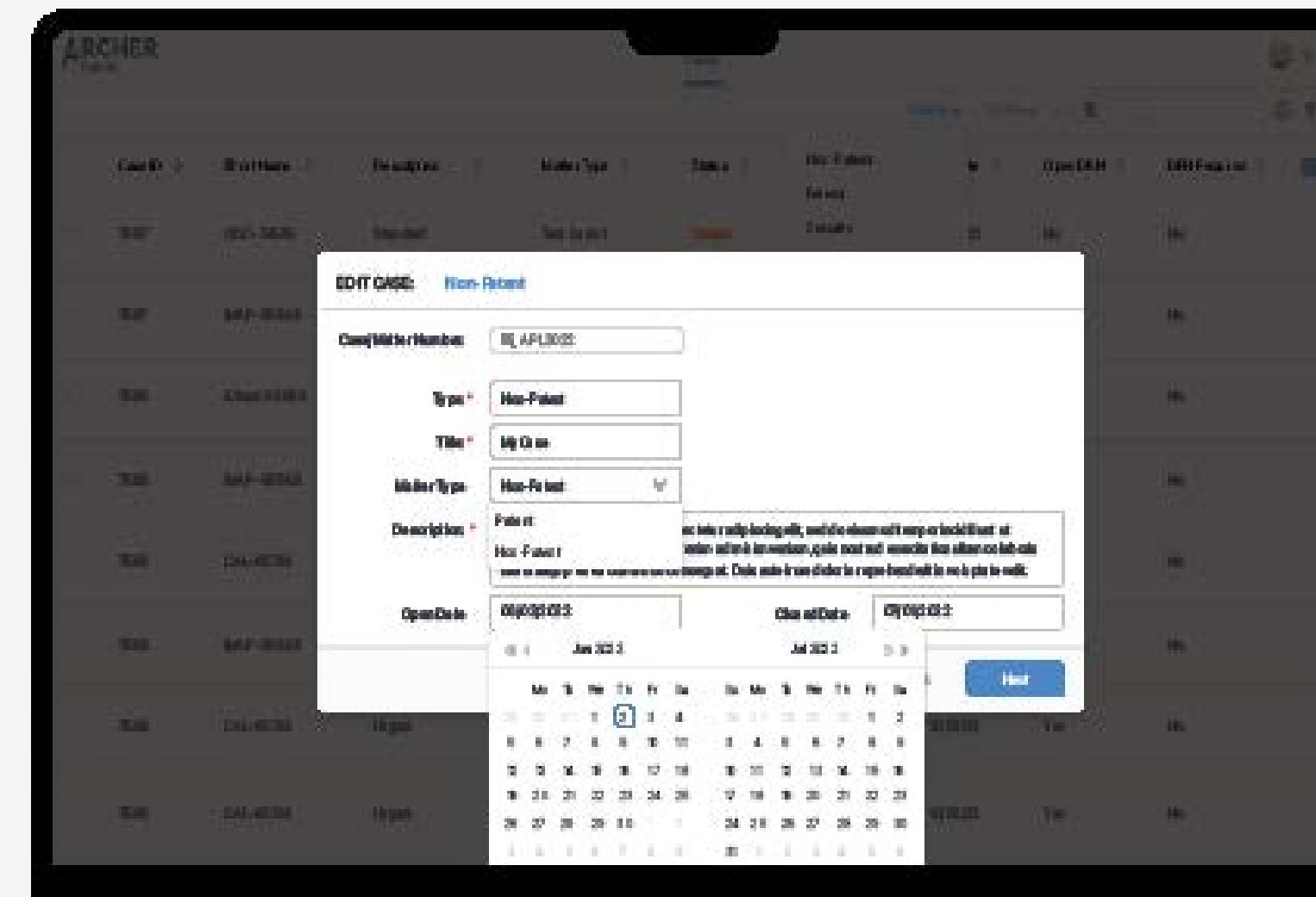
04 Prototype

After developing requirements I would create the wire frames and then eventually high fidelity prototypes. Prototypes were vetted during daily meeting with other UX/UI designers and then finalized with the project manager.

05 Test

I worked with the product managers to develop product questionnaires for A/B testers. Further testing was done on users through interviews and app mockups.

Archer Prototypes



Edit Case

Status	ID	Case ID	Email	Action	Short Name
Open	7557	Red Eagle	Standard	MT-Hundered	09/30/22
Open	7567	Jet Blue	Standard	MT-Hundered	Closed
Open	7568	iCloud	Urgent	MT-Hundered	Closed
Open	7569	Dell	Standard	MT-Hundered	Open
Open	7569	Airpod	Urgent	MT-Hundered	Open
Open	7569	IMAP-93849	Standard	Test Case 2	Closed
Open	7569	CAL-68744	Urgent	Test Case 4	Closed
Open	7569	CAL-68744	Urgent	Test Case 4	Closed
Open	7569	CAL-68744	Urgent	Test Case 4	Closed

Home Screen

Hi-Fidelity Prototypes

The above depicts the Archer Case Management Screens

Envoy Prototypes

Preview Screen

My Comms

Apple ID

iTunes

WWDR

AOS

AOS-Retail

Retail Concierge

ALL (90) DRAFT (8) LOCKED (19) STAGING (26) ACTIVE (19) DISCONTINUED (18)

Name	ID	Type	Status	Version Description	Group	Last Updated (PST)
Apple ID - Account Creation Email	1527511	Email	Complete	LOrem ipsum dolor semit	Retail	Today, 10:23 AM
iForgot Reset Email	1733534	Email	Active	LOrem ipsum dolor semit	AOS	Today, 8:54 AM
Apple ID Account Update Notification...	9876543	Email	Accepted	LOrem ipsum dolor semit	AMP	Yesterday, 8:54 AM
Forgot Reset and Unlock Email	4567282	Email	Complete	LOrem ipsum dolor semit	AMP	Yesterday, 3:23 PM
App Store Invoice Receipt	5437211	Email	Staging	LOrem ipsum dolor semit	SEMS	Yesterday, 7:9 AM
Game Center Invitation Email	7464652	Email	Draft	LOrem ipsum dolor semit	Beats	Yesterday, 3:41 AM
Apple Developer Registration Program...	9876543	Email	Accepted	LOrem ipsum dolor semit	Retail	Yesterday, 12:3 AM
Apple Developer Enterprise program...	3948576	Email	Complete	LOrem ipsum dolor semit	AOS	May 4, 2020, 10:34 AM
Order Acknowledgement Notification...	2545631	Email	Locked	LOrem ipsum dolor semit	CC Tech	May 3, 2020 4:34 AM
Shipment Notification Email	2345678	Email	Staging	LOrem ipsum dolor semit	AMP	April 30, 2020 9:34 AM
Pickup notification Email	7464652	Email	Staging	LOrem ipsum dolor semit	SEMS	April 29, 2020 9:34 AM
Curb Side Pick up Notification Email	9876543	Email	Accepted	LOrem ipsum dolor semit	Beats	April 29, 2020 9:34 AM
Apple Genius Store Schedule Email	3948576	Email	Complete	LOrem ipsum dolor semit	Retail	Mar 29, 2020 9:34 AM
Shipment Notification Email	2545631	Email	Locked	LOrem ipsum dolor semit	AOS	Mar 29, 2020 9:34 AM
Pickup notification Email	2345678	Email	Staging	LOrem ipsum dolor semit	CC Tech	Mar 23, 2020 9:34 AM
Curb Side Pick up Notification Email	7464652	Email	Staging	LOrem ipsum dolor semit	AMP	Mar 22, 2020 9:34 AM

Load More Comms

© Copyright Apple Inc. 2021

Home Screen

Hi-Fidelity Prototypes

The above depicts the Envoy IT Report Screens

Final Results

Development of the TSC mobile app e-commerce was executed successfully. TSC & Me was developed for internal uses successfully and a revamp of many of the original designs led to a wider user engagement and usability.

+52%

Efficiency

1,200+ attorney
hours saved
annually

+28%

UI Improvements

Eliminated 9 re-
dundant fields, re-
duced steps from
12 to 3

+45%

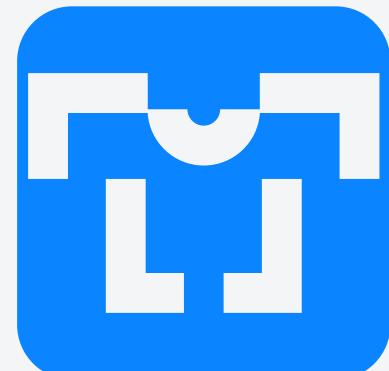
Revenue/Business Impact

04 Case Study Digital Garment App

ClothingTech

Project Brief:

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.



Design Process

01 Empathy

Research Methodology

Focus Groups - End users, industry experts and stakeholders.

- Decide on the range of topics you would cover
- Pretest questions
- Open-ended questions
- Arrange questions naturally
- Hire a skilled moderator



02 Define

Utilizing research, we ultimately identified the problems associated with industry pain points. I lead sprint reviews that included sales, programmers product managers, and stakeholders. Most important was a safe non-judgemental environment of collaboration.

03 Ideation

Taking more abstract idea and developing requirements was especially important during the ideation phase. I accomplished this through rigorous brainstorming sessions in person on whiteboards and Teams video conferencing. I believe in the “10 why questions” approach where we drill down to the why of the product in a series of why questions.

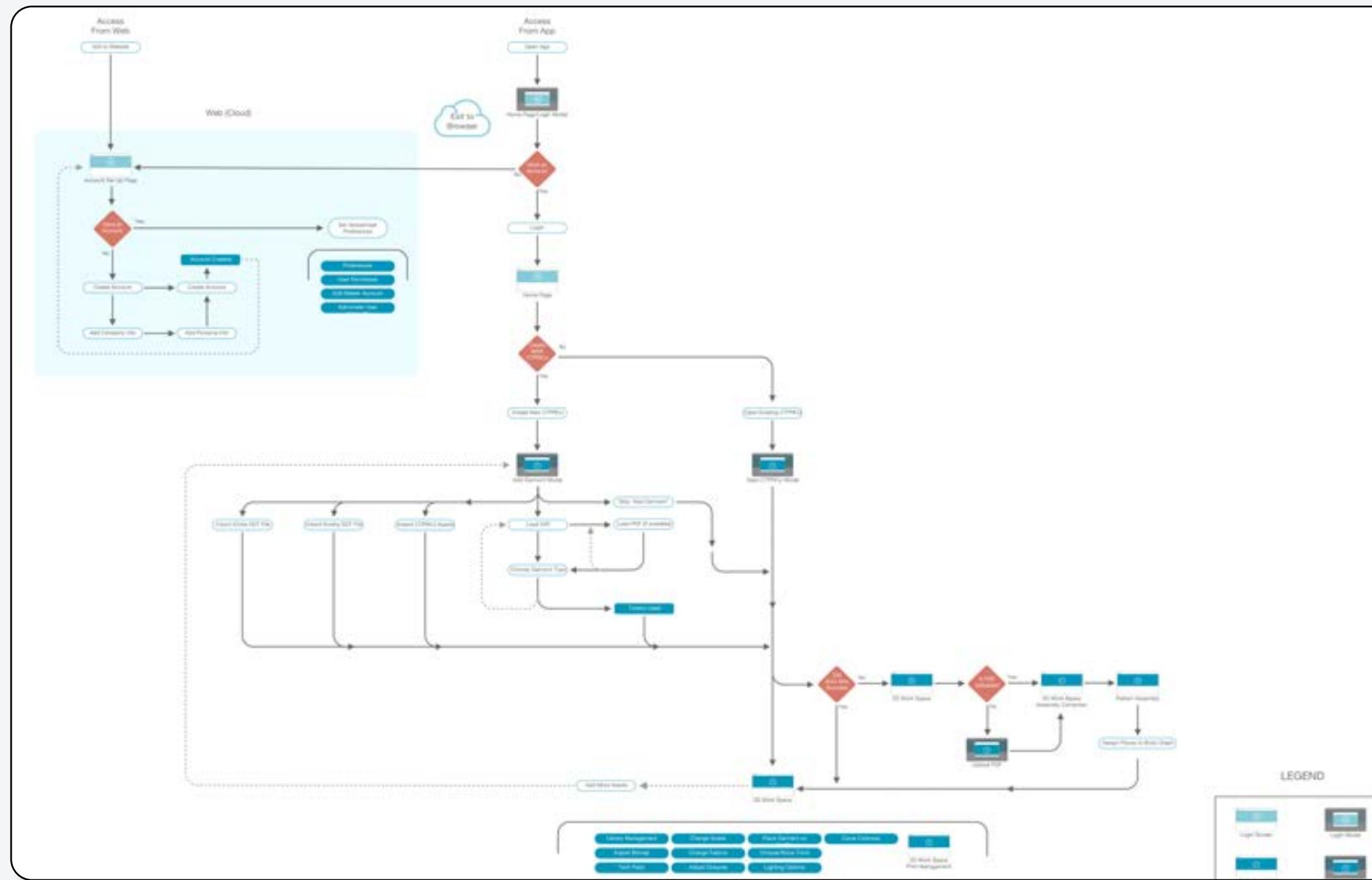
04 Prototype

After creating requirements it was time to get our hands dirty. At this point I would develop flow charts that evolved into wire frames and then high fidelity prototypes. It is paramount that quick prototyping iterations occur. We would nimbly design and redesign in Sketch.

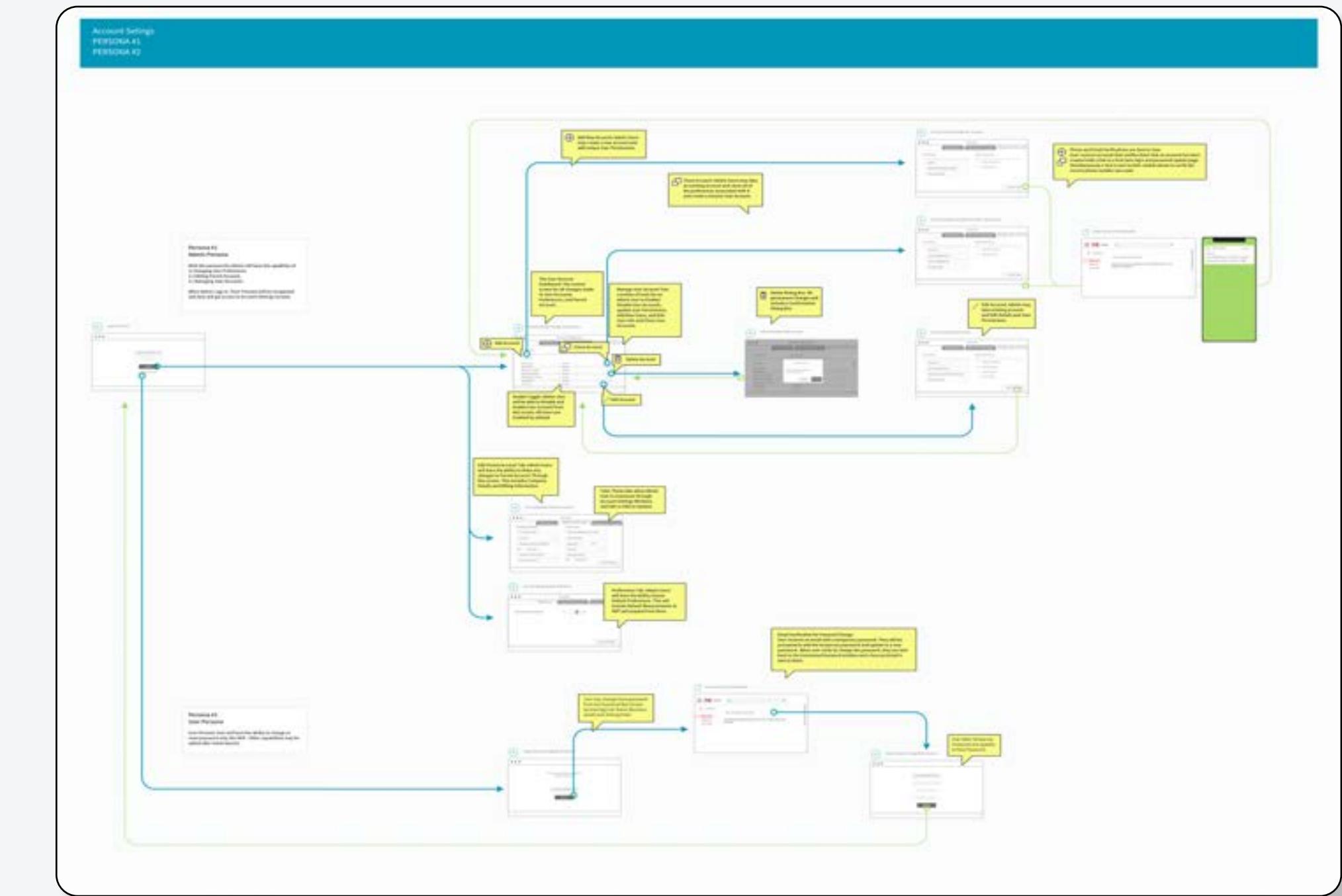
05 Test

I worked with the product managers to develop product questionnaires for A/B testers. We documented bugs and product improvements to discuss in the sprint reviews and hand off to the programmers.

Flow Charts



Application Flow Chart

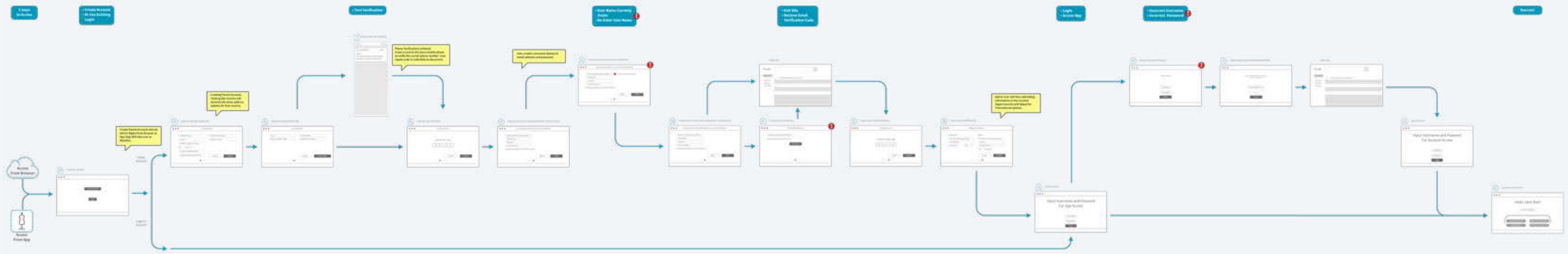


Account Setting Flow Chart

Flow Charts

Requirements are extracted from sprints and develop flow charts along with the product managers.

Wirefames



Current Industry Workflow

Wireframes

After back and forth brainstorming sessions and multiple quick iterations, I would develop the wireframes that would take the product to the next level of detail.

Prototypes

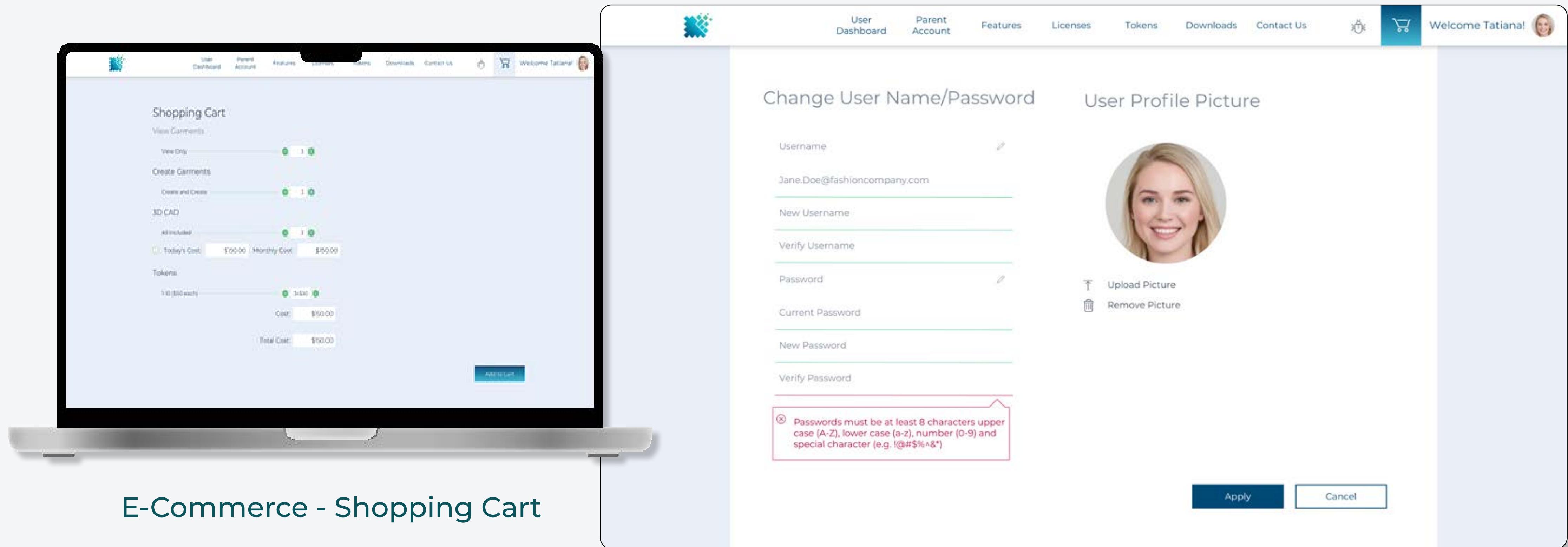
E-Commerce - Licenses

E-Commerce - Adding Tokens

Hi-Fidelity Prototypes (User Account Creation)

Using various tools such as Figma, Axure RP XD and Sketch I would create the hi-fidelity prototypes.

Prototypes



The image displays two wireframe prototypes side-by-side. On the left is a wireframe for an E-Commerce - Shopping Cart. It features a header with 'User Dashboard', 'Parent Account', 'Features', 'Logout', 'Downloads', 'Contact Us', a shopping cart icon, and a 'Welcome Tatiana!' message with a profile picture. The main content area is titled 'Shopping Cart' and includes sections for 'View Garments', 'Create Garments', 'Create and Create', '3D CAD', and 'Tokens'. Each section shows a list of items with small preview images and quantities. Below these are 'Today's Cost' (\$50.00), 'Monthly Cost' (\$50.00), and a 'Total Cost' (\$50.00). A large blue 'ADD TO CART' button is at the bottom. On the right is a wireframe for 'Add User Profile Photo'. The header is identical. The main content area is titled 'Change User Name/Password' and 'User Profile Picture'. It includes fields for 'Username' (Jane.Doe@fashioncompany.com), 'New Username', 'Verify Username', 'Password', 'Current Password', 'New Password', and 'Verify Password'. A note at the bottom states: 'Passwords must be at least 8 characters upper case (A-Z), lower case (a-z), number (0-9) and special character (e.g. !@#\$%^&*)'. To the right of the password fields is a circular placeholder for a profile picture, with 'Upload Picture' and 'Remove Picture' buttons below it. At the bottom are 'Apply' and 'Cancel' buttons.

E-Commerce - Shopping Cart

Change User Name/Password

User Profile Picture

Username

Jane.Doe@fashioncompany.com

New Username

Verify Username

Password

Current Password

New Password

Verify Password

Passwords must be at least 8 characters upper case (A-Z), lower case (a-z), number (0-9) and special character (e.g. !@#\$%^&*)

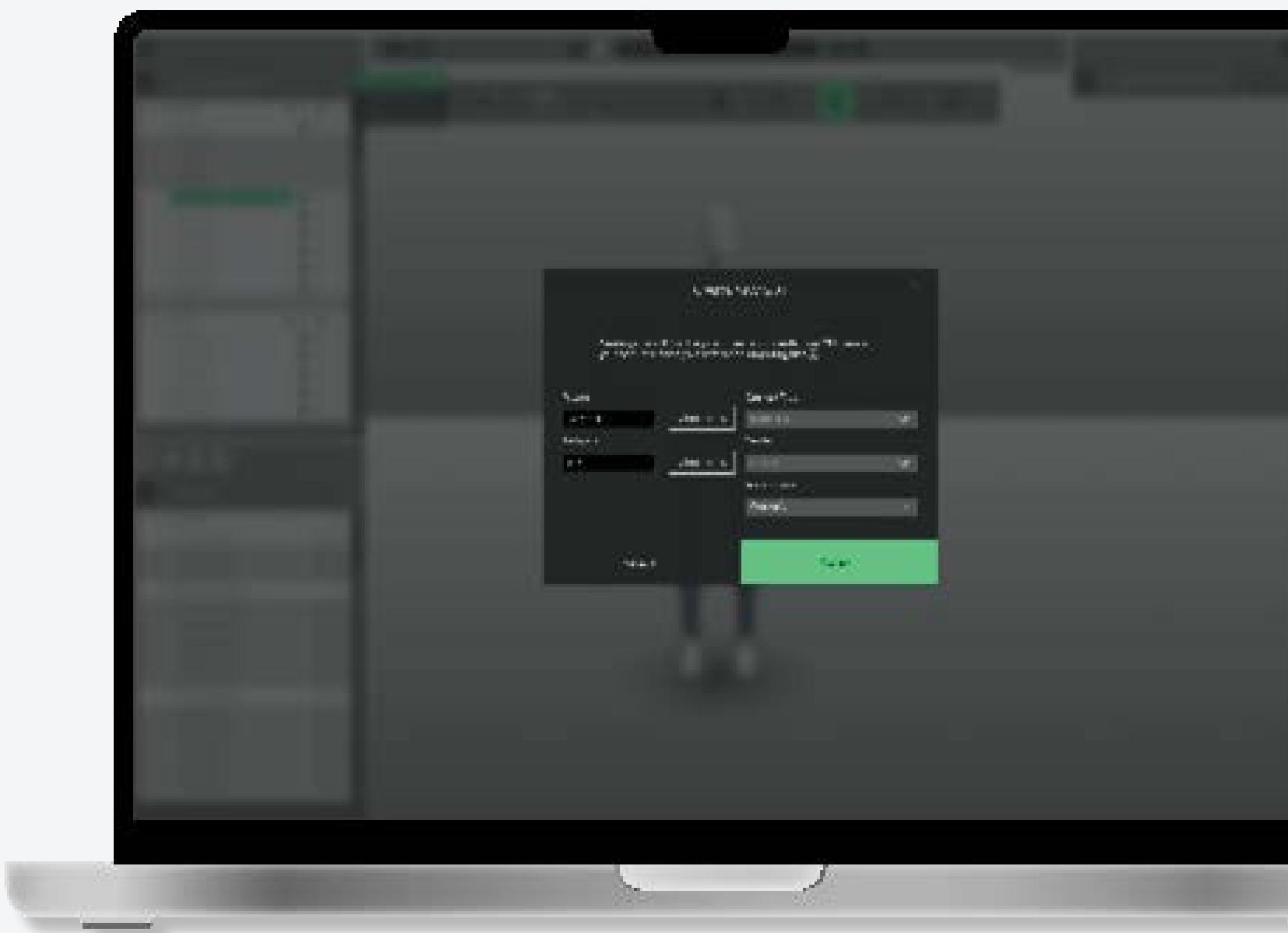
Apply

Cancel

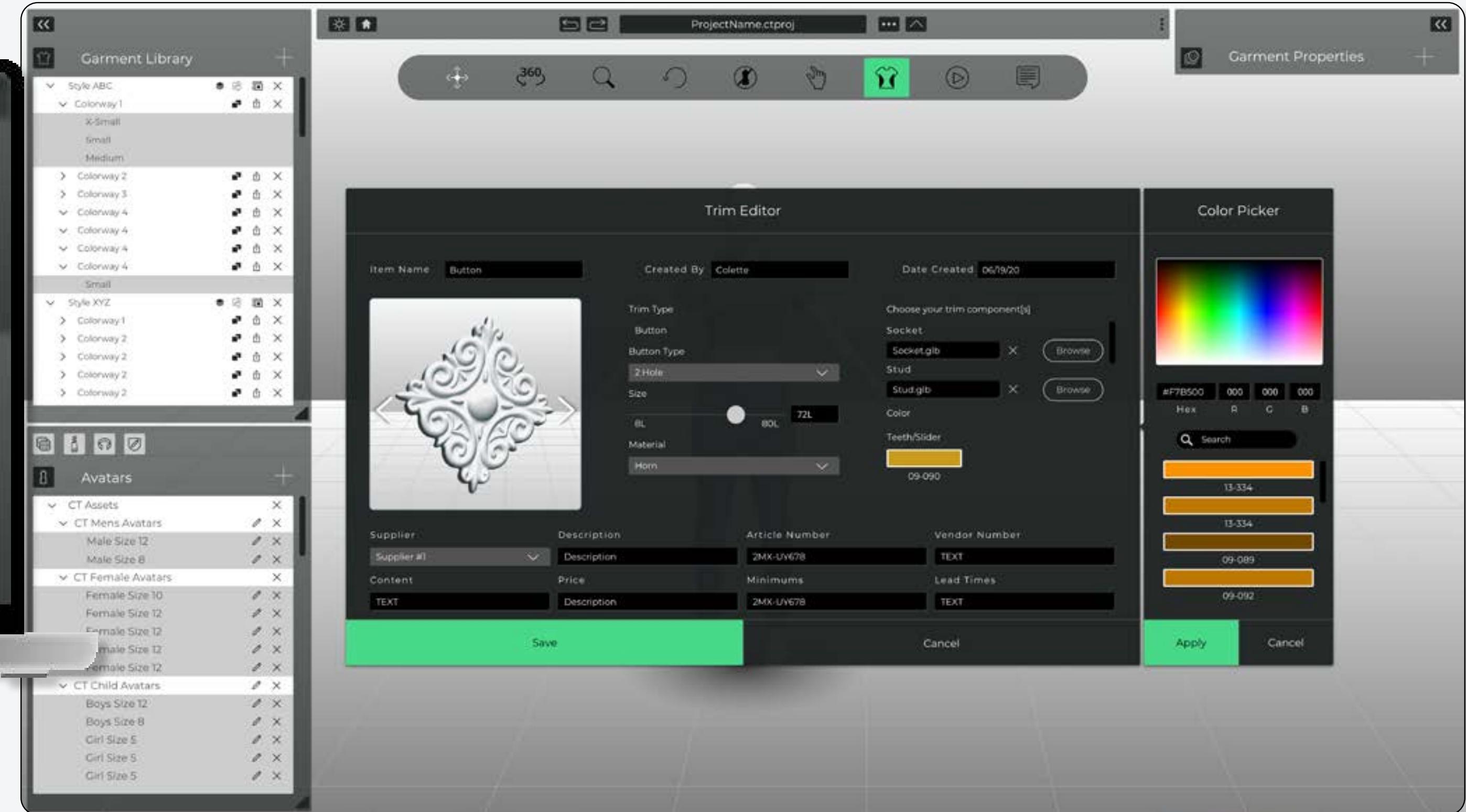
Hi-Fidelity Prototypes (User Account Creation)

The above depicts the User Account Creation pages.

Prototypes



Create New GDT



Trim Editor

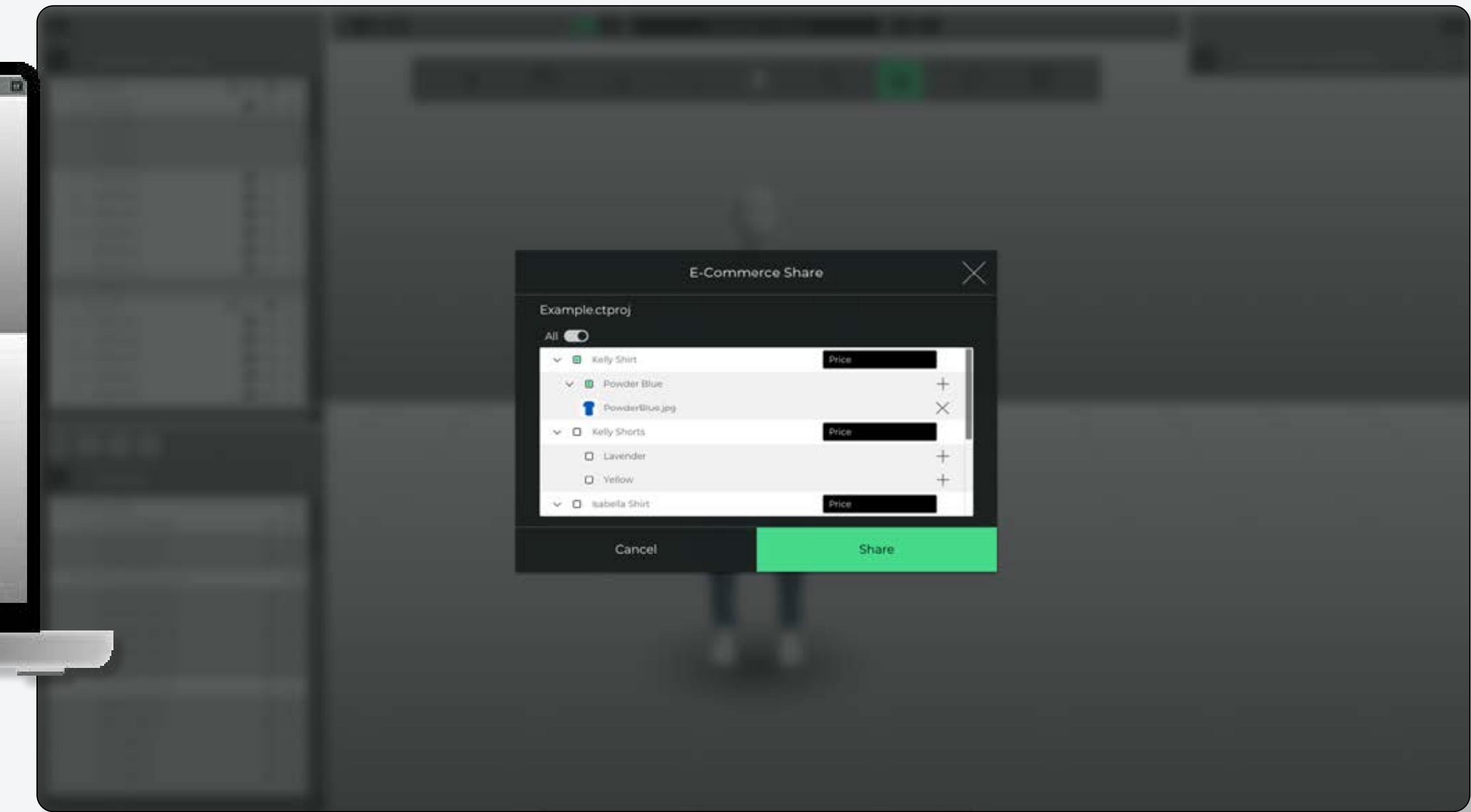
Hi-Fidelity Prototypes (GDT Application)

Hi-fidelity prototypes were created for the Clothing Tech Application, the Virtual Fitting Room (VFR) interface and the VFR mobile application.

Prototypes



Sign In

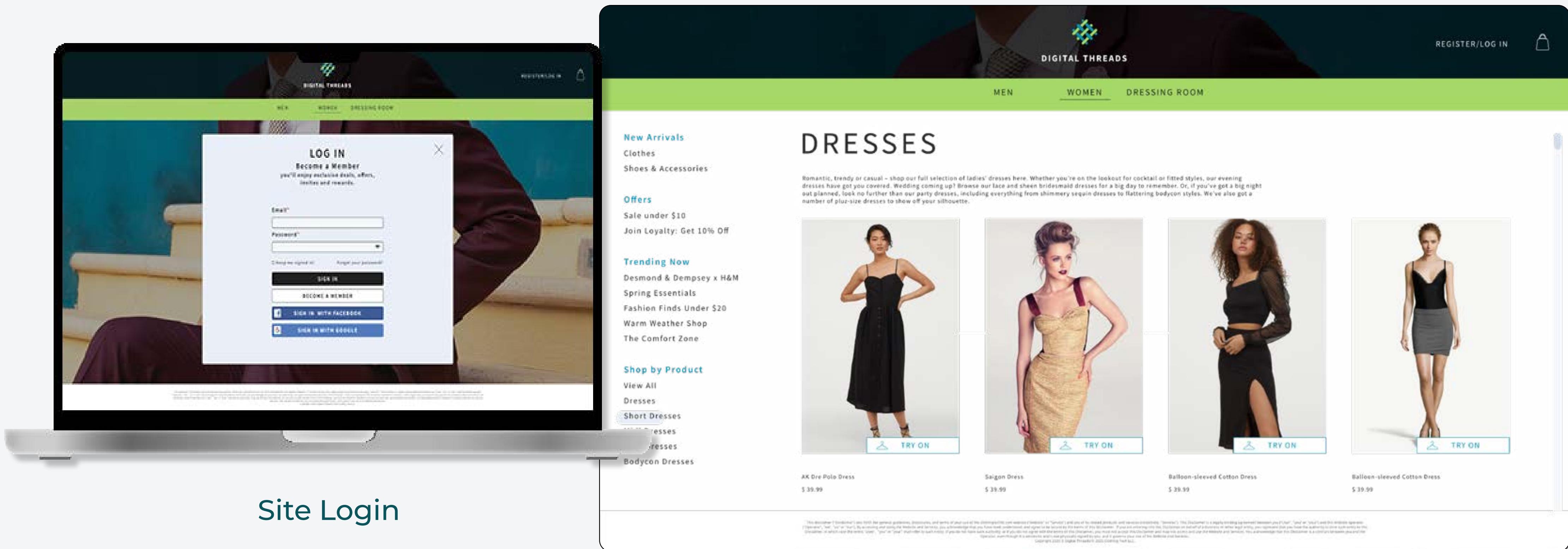


E-Commerce - Share

Hi-Fidelity Prototypes (GDT Application)

The above depicts the trim and color picker for the GDT Application.

Prototypes



Site Login

DRESSES

New Arrivals

- Clothes
- Shoes & Accessories

Offers

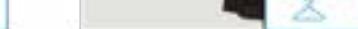
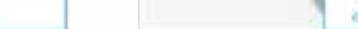
- Sale under \$10
- Join Loyalty: Get 10% Off

Trending Now

- Desmond & Dempsey x H&M
- Spring Essentials
- Fashion Finds Under \$20
- Warm Weather Shop
- The Comfort Zone

Shop by Product

- View All
- Dresses
- Short Dresses
- Maxi Dresses
- Bodycon Dresses

AK Dre Polo Dress	Saigon Dress	Balloon-sleeved Cotton Dress	Balloon-sleeved Cotton Dress
\$39.99	\$39.99	\$39.99	\$39.99
			

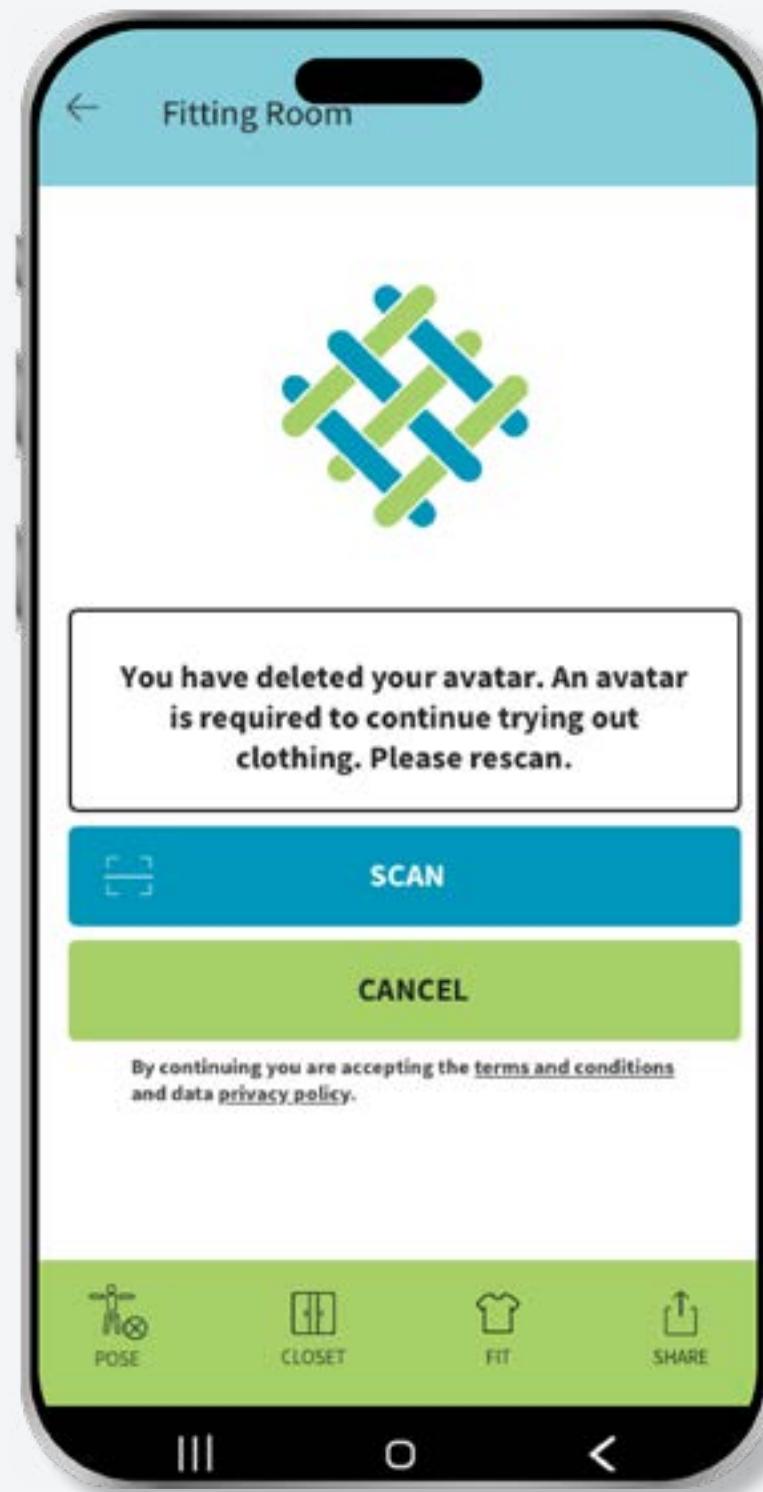
This disclaimer ("Disclaimer") sets forth the general guidelines, limitations, and terms of your use of the [clothingtech.com](http://www.clothingtech.com) website ("Website") as "User(s)" and you of the limited products and services offered ("Offer(s)"). This Disclaimer is a legally binding agreement between you ("User", "You" or "Your") and the website operator ("Operator", "We", "Our" or "Our"), by accessing and using the Website and Services, you acknowledge that you have read, understood, and agree to be bound by the terms of this Disclaimer. If you are entering into this Disclaimer on behalf of a business or other legal entity, you represent that you have the authority to do so on behalf of the business or entity.

Hi-Fidelity Prototypes (Shopping Application)

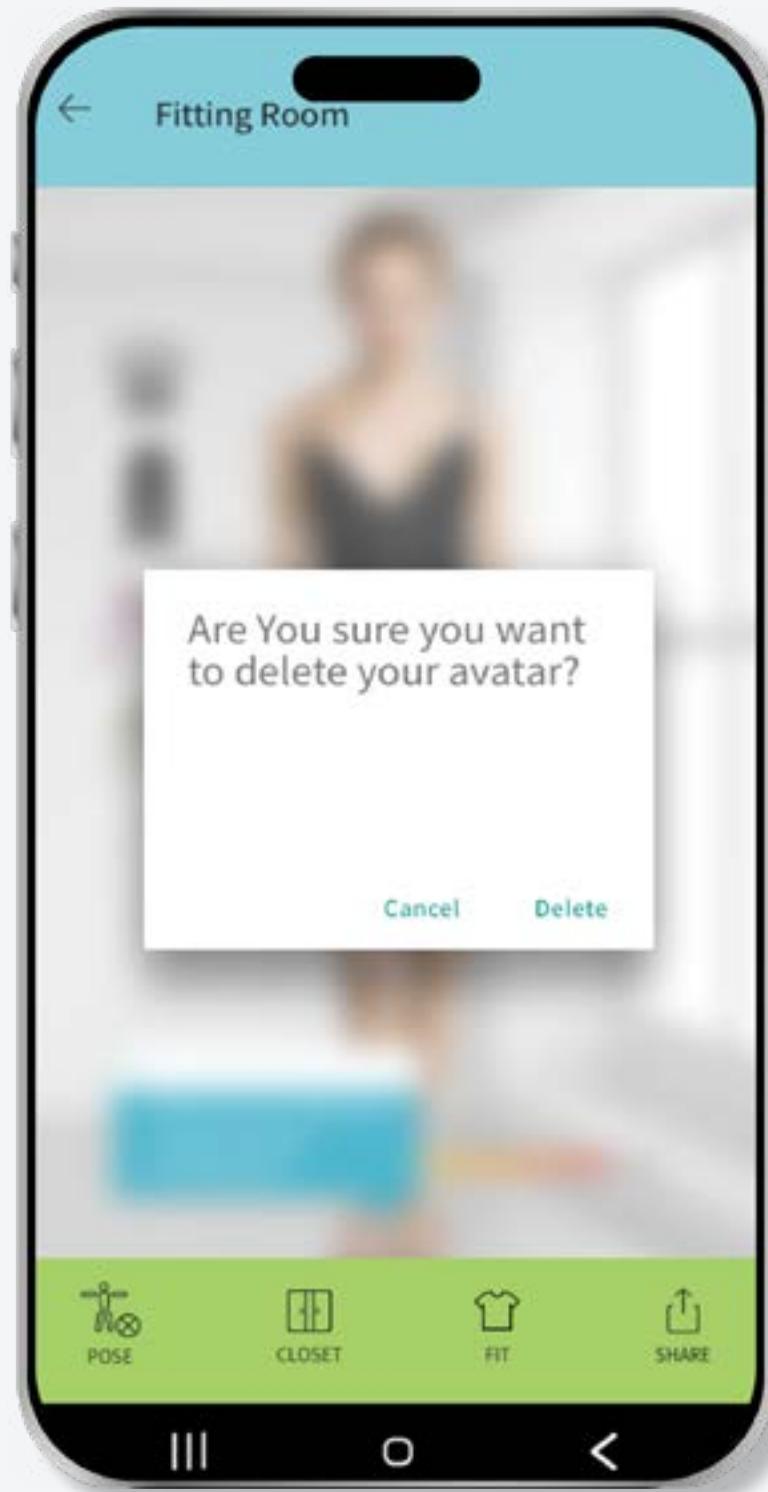
The above depicts the ClothingTech e-commerce site.

Choose Dress

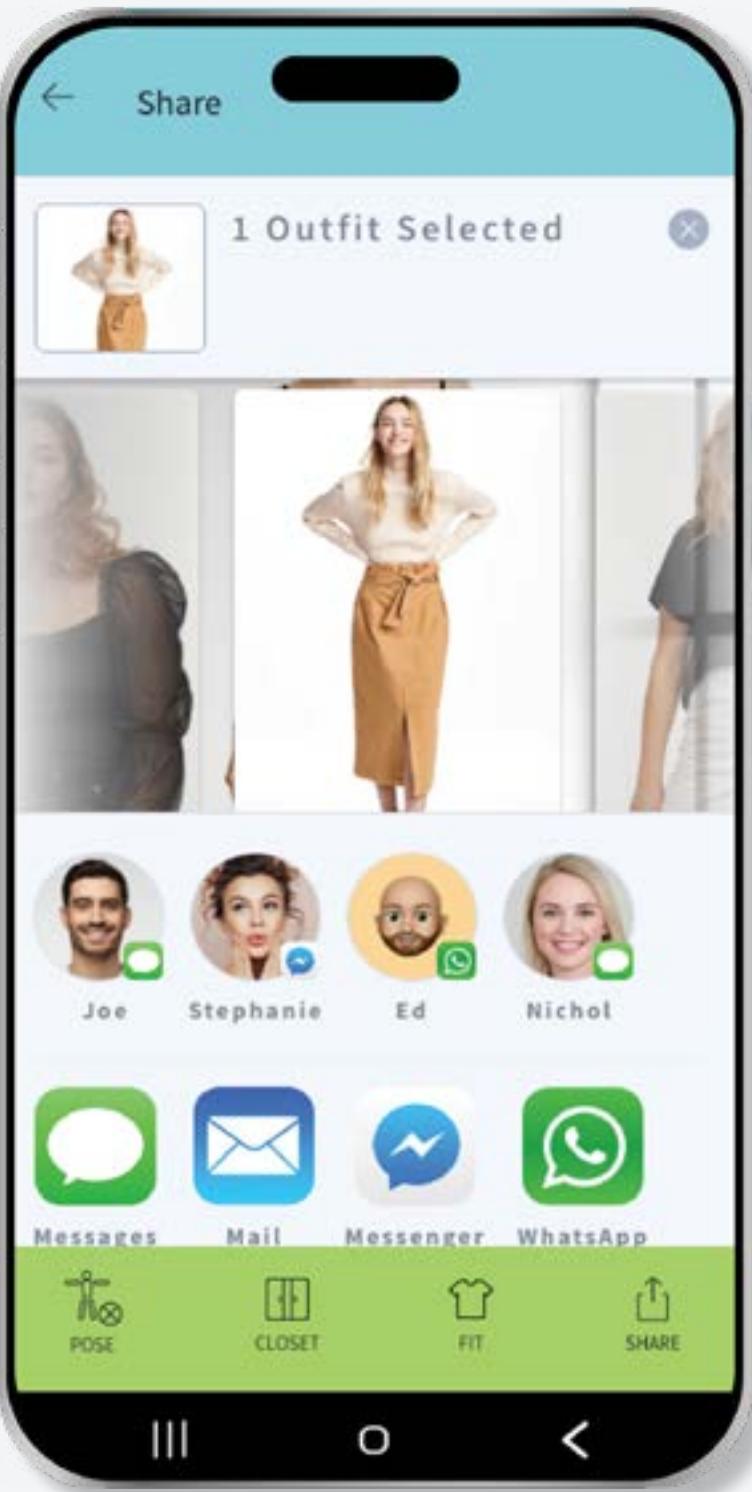
Prototypes



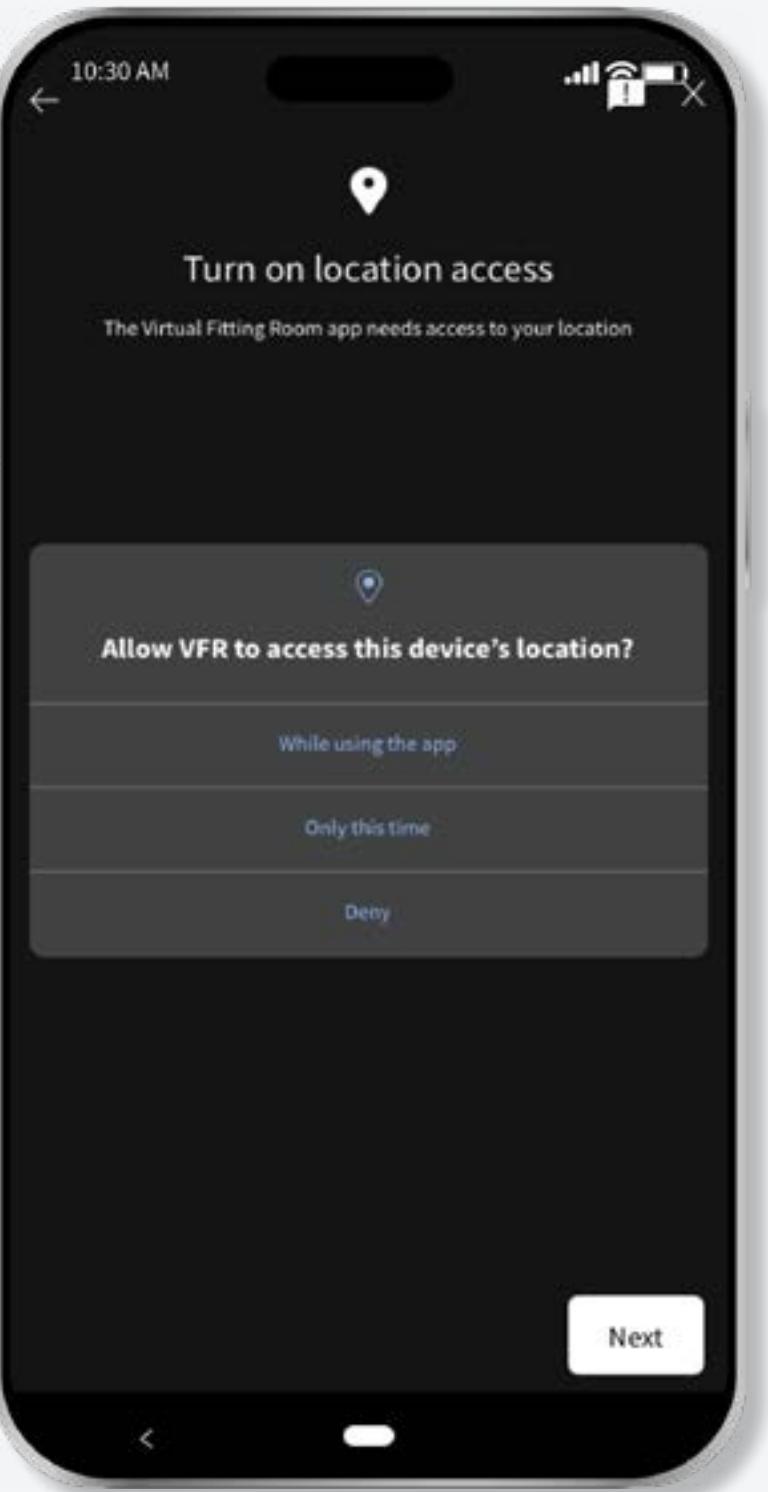
Delete Avatar



Delete Avatar



Share Outfit

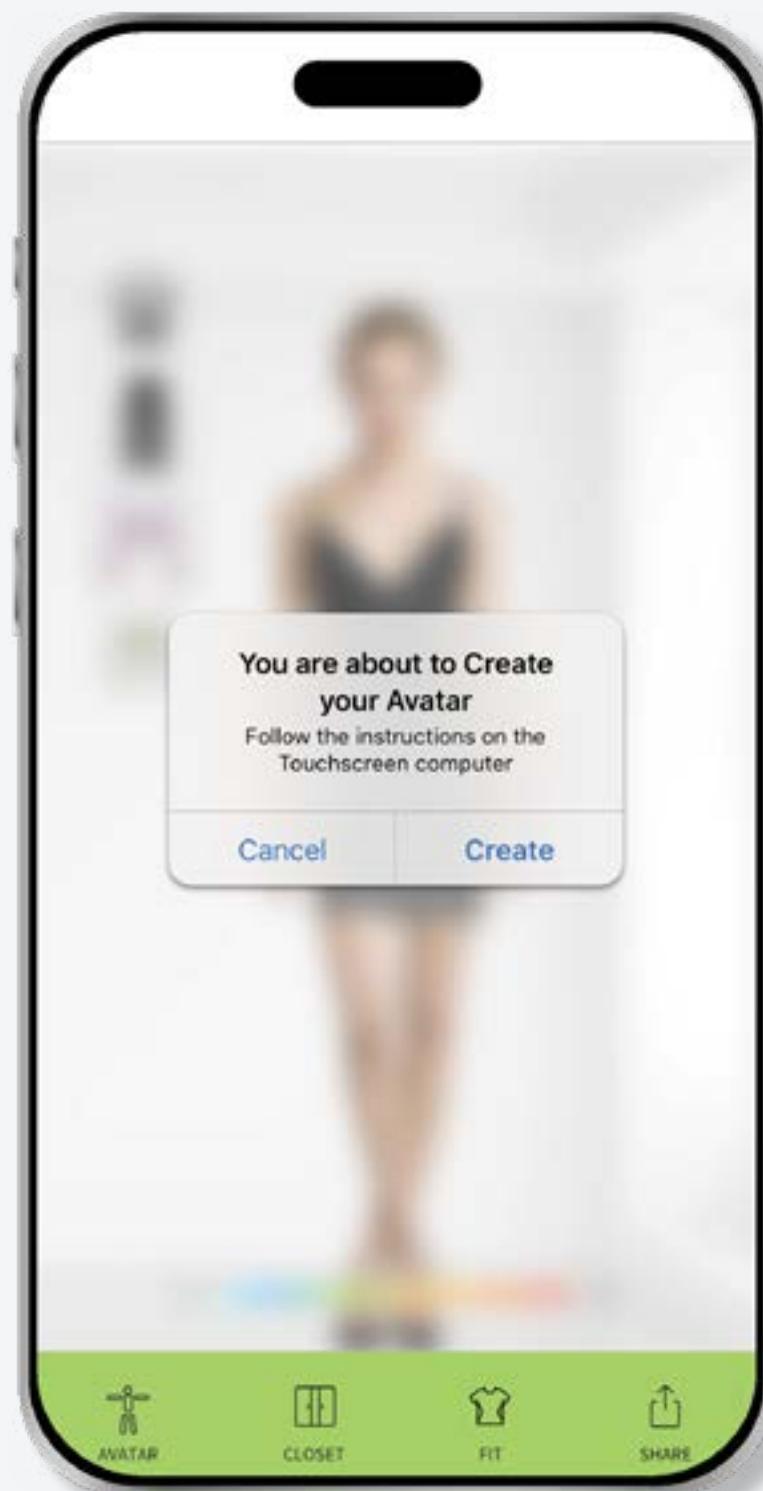


Turn On Location

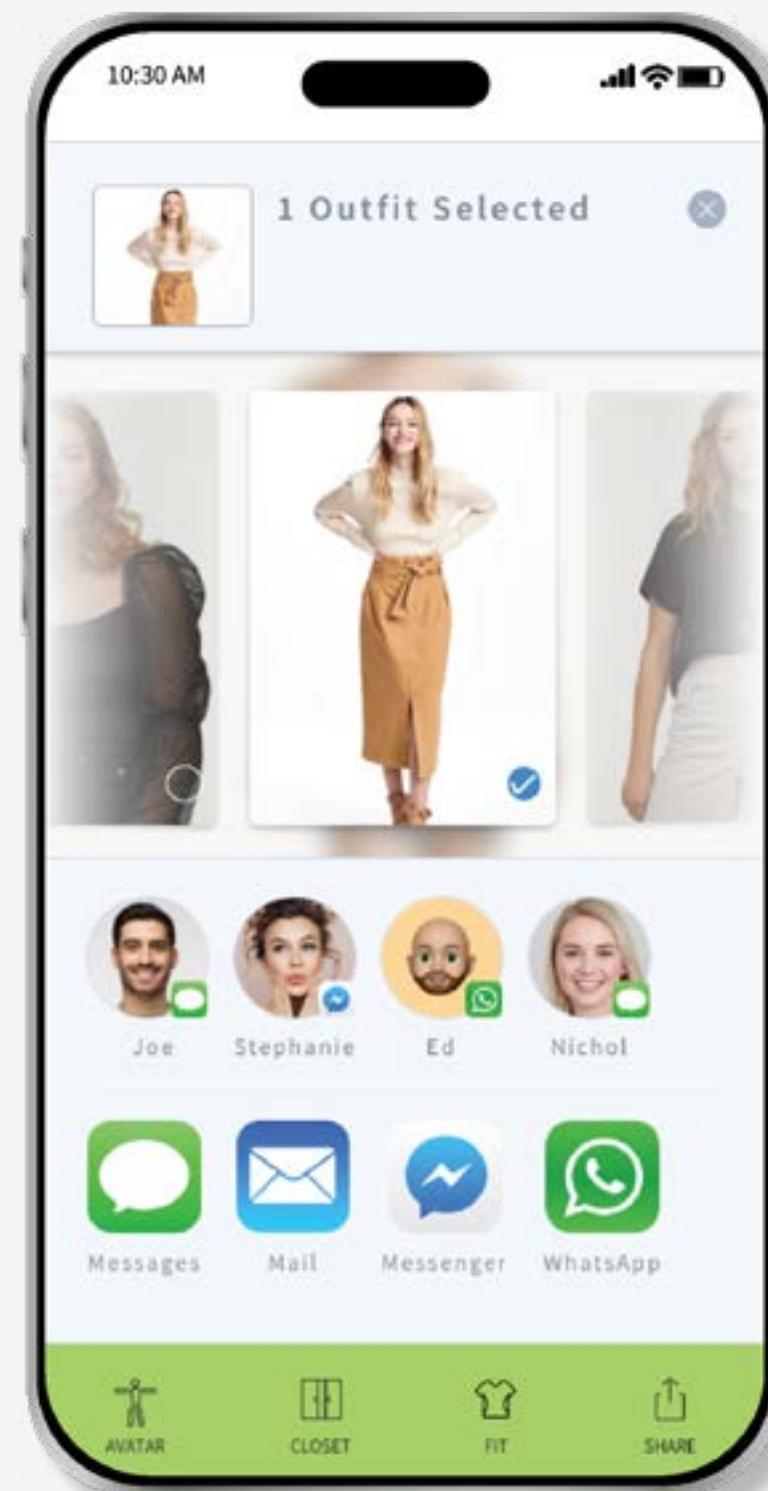
Hi-Fidelity Prototypes E-Commerce Platform(Mobile App)

End users launch application, choose avatar, and place garments on avatar to share and purchase. This is a center piece of ClothingTech meant to increase retailer revenue.

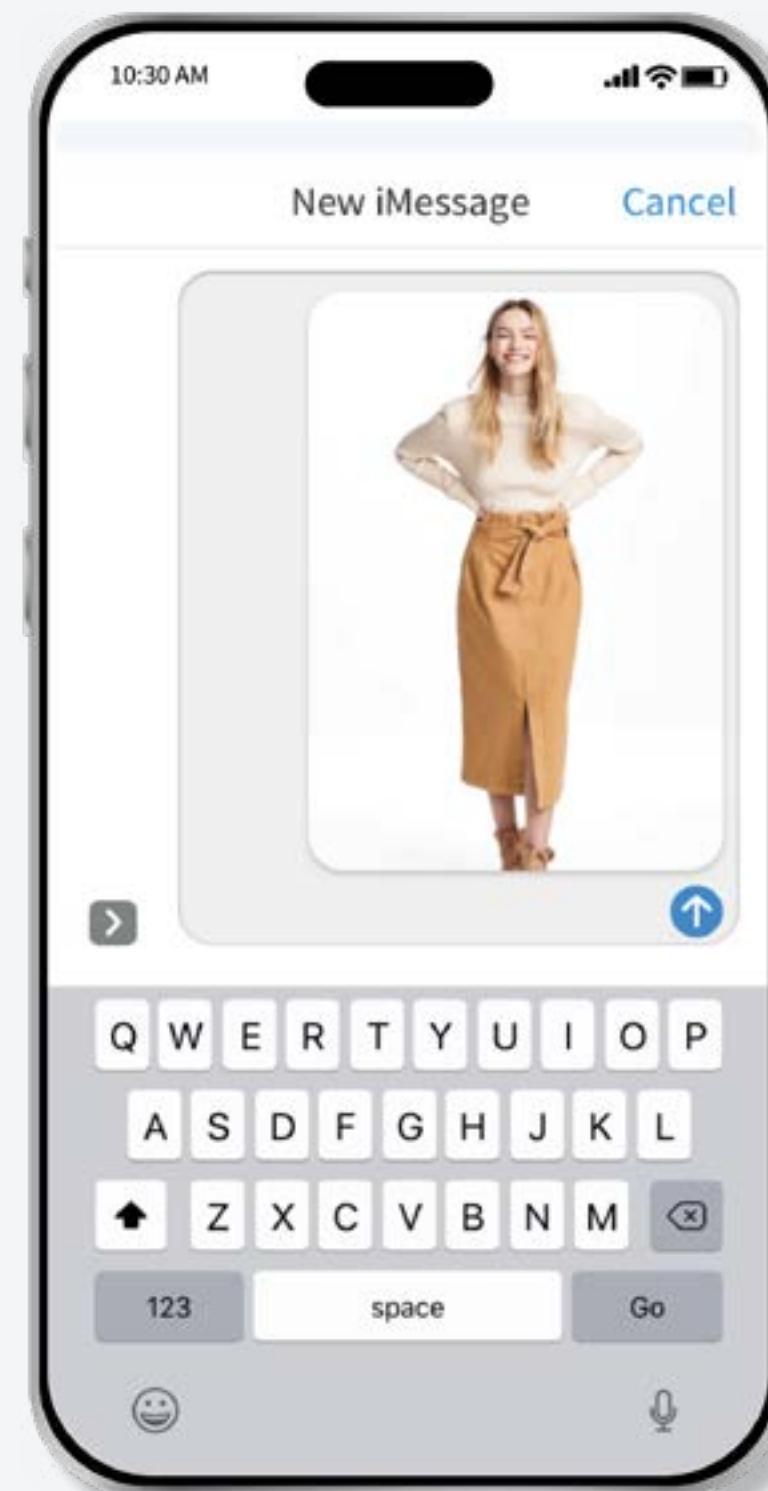
Prototypes



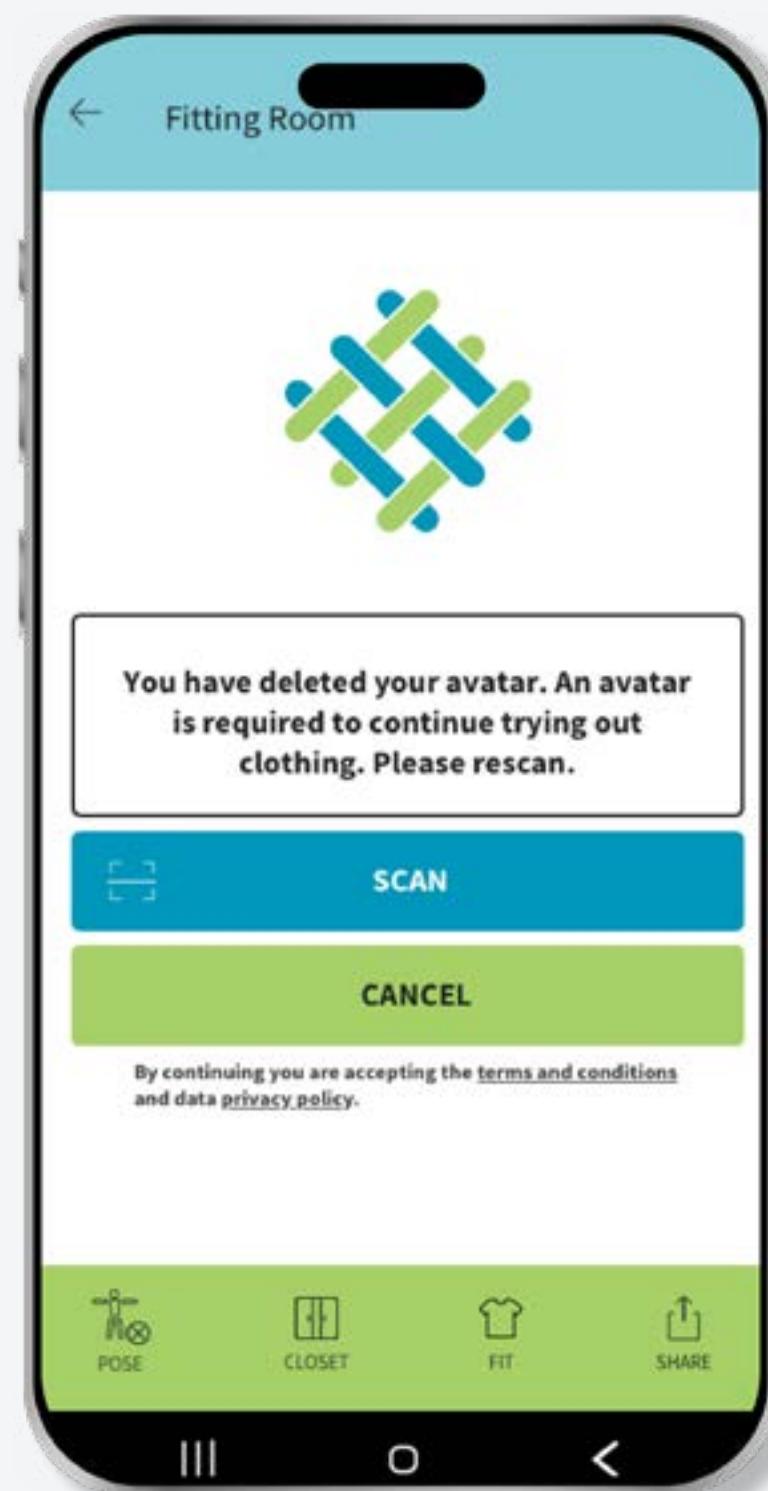
Create Avatar



Share Avatar



Share Avatar

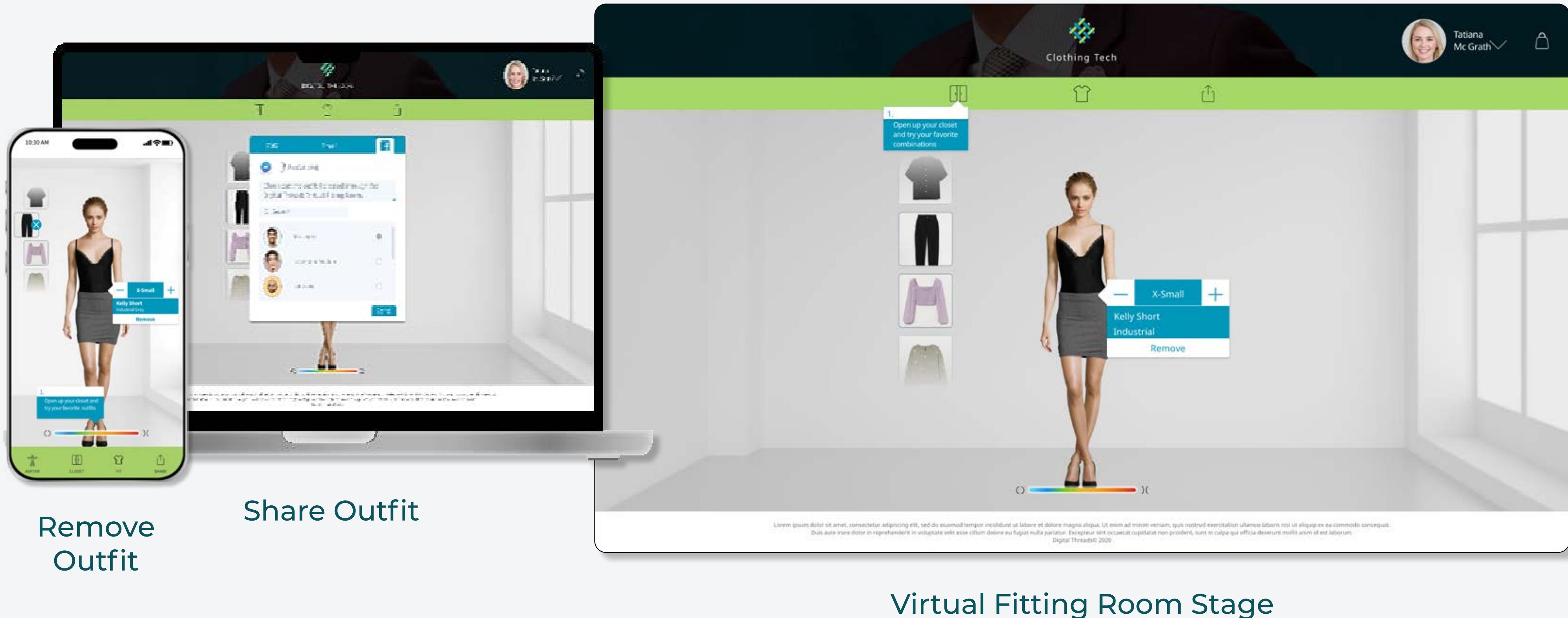


Manage

Hi-Fidelity Prototypes (Mobile App Virtual Fitting Room iOS)

The above depicts the Virtual Fitting Room iOS.

Prototypes



The image displays two prototypes of a virtual fitting room interface. On the left, a mobile phone screen shows a woman in a black top and grey skirt. Below the outfit are buttons for 'X-Small' and 'Kelly Short Industrial'. A 'Remove' button is also visible. A 'Share Outfit' button is at the bottom. On the right, a desktop browser window shows the same outfit. It includes a 'Clothing Tech' logo, a user profile for 'Tatiana McGrath', and a 'Cart' icon. A callout box says '1. Open up your closet and try your favorite combinations'. The desktop version also has a 'Share Outfit' button at the bottom. The desktop version has a larger text area at the bottom with placeholder text: 'Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laborum nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.' and 'Digital Threads® 2020'.

Share Outfit

Remove Outfit

Virtual Fitting Room Stage

Hi-Fidelity Prototypes (Virtual Fitting Room Desktop Version)

The above depicts the Virtual Fitting Room web site.

Web Site



Landing Page

The ClothingTech Products

Advanced technology for fashion design

Leading the way in fashion design software, ClothingTech is innovating and creating truly seamless 3D software solutions for technical design. Our suite of products allows apparel designers to move from concept sketch to production without slowing down the process by awaiting input from technical designers and manufacturers.

These tools enable real-time garment design by automatically reading existing patterns and tech packs and converting them into 3D design that you can quickly and easily edit, share, and export as new patterns and tech packs.

We're working smarter to bring your fashion designs to life.

Clothing Tech GDT™
Validate apparel designs in minutes, not days. Edit, pattern, and fit from the same virtual sample.

3D CAD
No pattern makers involved: just you and your design—mano a mano—creating and editing apparel in real-time 3D. We do the pattern making for you.

Virtual Fitting Room
No pattern makers involved: just you and your design—mano a mano—creating and editing apparel in real-time 3D. We do the pattern making for you.

[Book a Demo](#)

The ClothingTech Products

Hi-Fidelity Prototypes (WebSite)

The above depicts the web site design.

Final Results

This was the first time I led a project of this magnitude encompassing mobile, desktop, and cloud based applications. Although end user research was limited we interviewed industry expert, industry partners and stakeholder to identify user mental models. While I was sometimes overwhelmed initially, I learned to trust my teammates, my years of expertise and that daily stand up meetings and research mined data were key to the project's success. Clothing tech is currently operating without a UX/UI developer and is attempting to finalize the application for sales.

Final Results

Development of the TSC mobile app e-commerce was executed successfully. TSC & Me was developed for internal uses successfully and a revamp of many of the original designs led to a wider user engagement and usability.

+78%

Efficiency Gains

Expert Review Cycles From 5 → 1

-6wks

Accelerated MVP

+65%

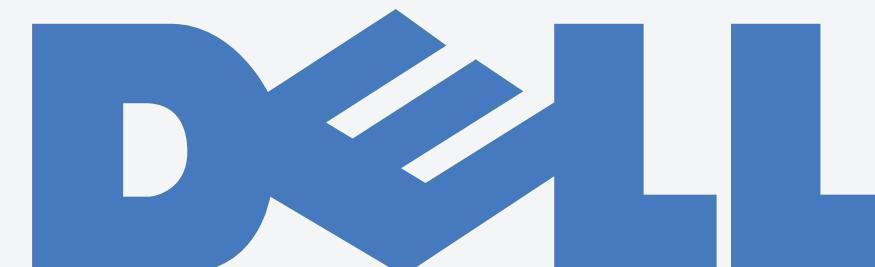
Usability Scores

05 Case Study Corporate Sales App

Dell

Project Brief:

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.



Design Process

01 Empathy

Research Methodology

User Interviews with sales and support agents to create a mental model of user interactions with current sales systems.



02 Define

With End user research in hand, we ascertained that the sales team was using multiple inefficient platforms to accomplish sales and training tasks. We deduced that all the current tasks could be performed by using a single application while saving time and effort.



04 Prototype

I developed low-fi wireframes to ensuring user could navigate the site as intended. Prototype development was assigned to A3 team members. After long ideation sessions with the team lead, we developed A3 samples of each design then presented them to the team lead. Finally using Figma the UX team developed hi-fi wireframes.



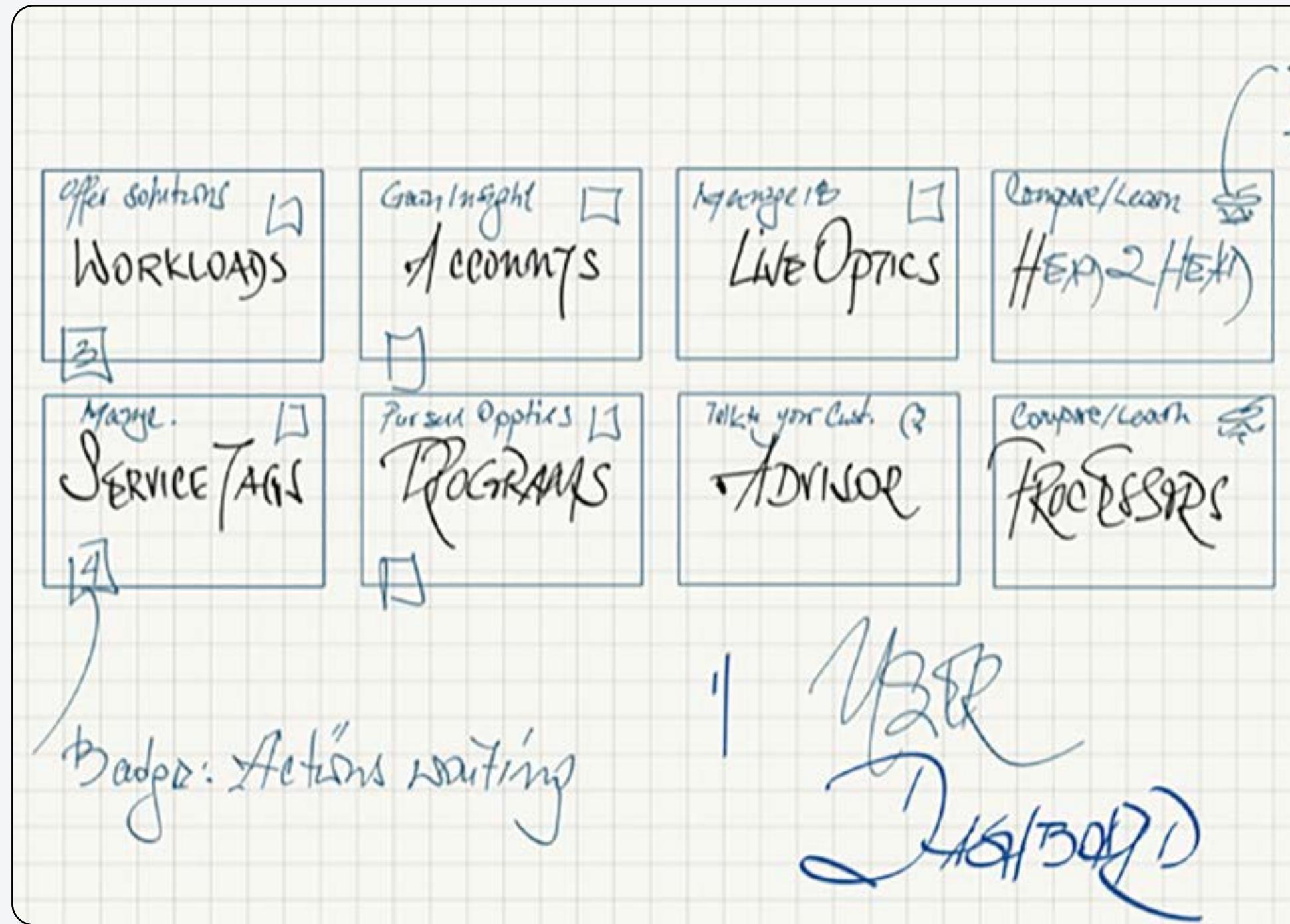
03 Ideation

Brainstorm sessions were held multiple times a day. We extracted each members experience to create the most important features and user pathways.

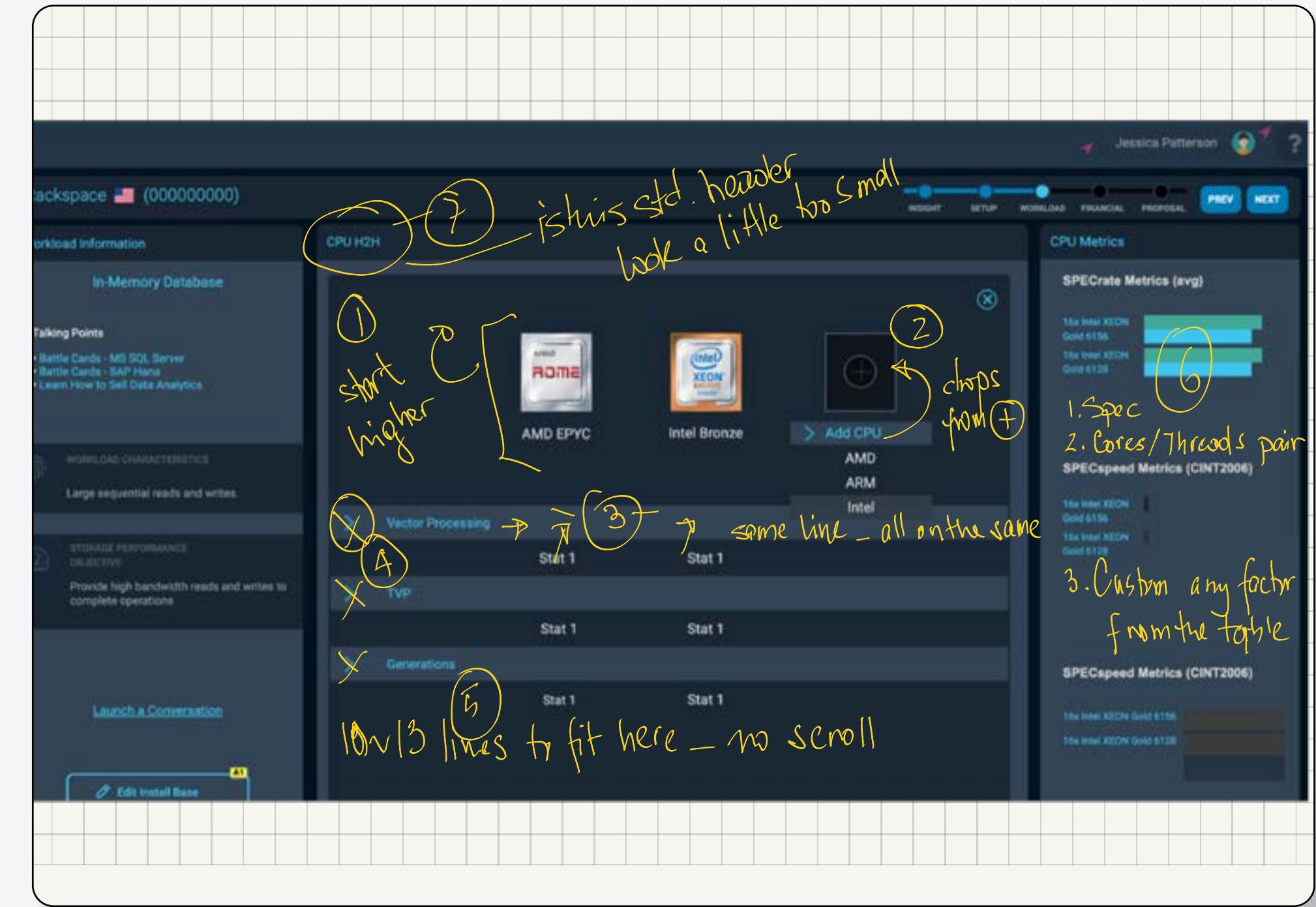
05 Test

I worked with the product managers to develop product questionnaires for A/B testers. We documented bugs and product improvements to discuss in the sprint reviews and hand off to the programmers.

Design Sketch/Prototypes



A3 Concept Sketches (Navigation)

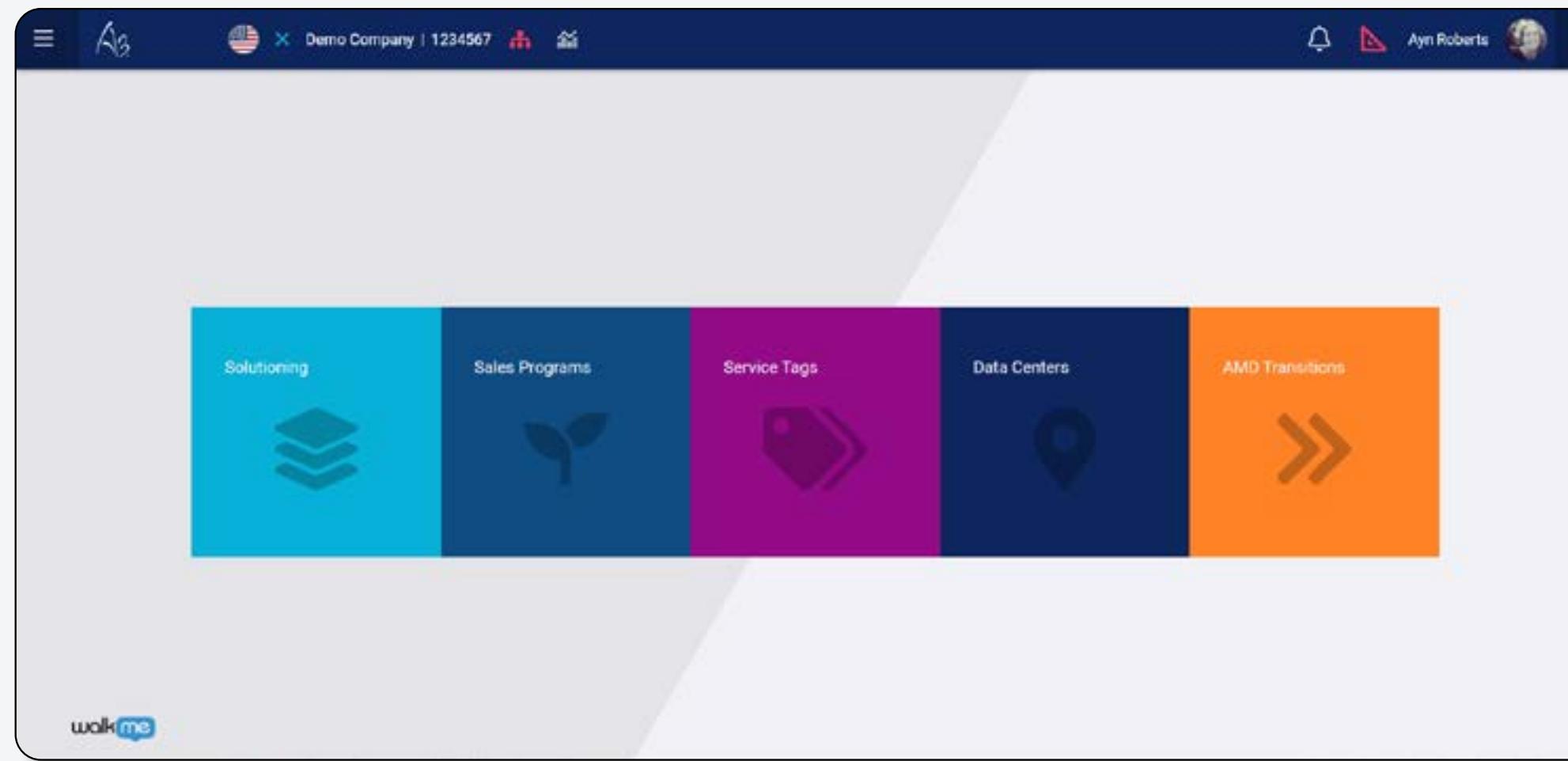


Processor Comparison Page Notes

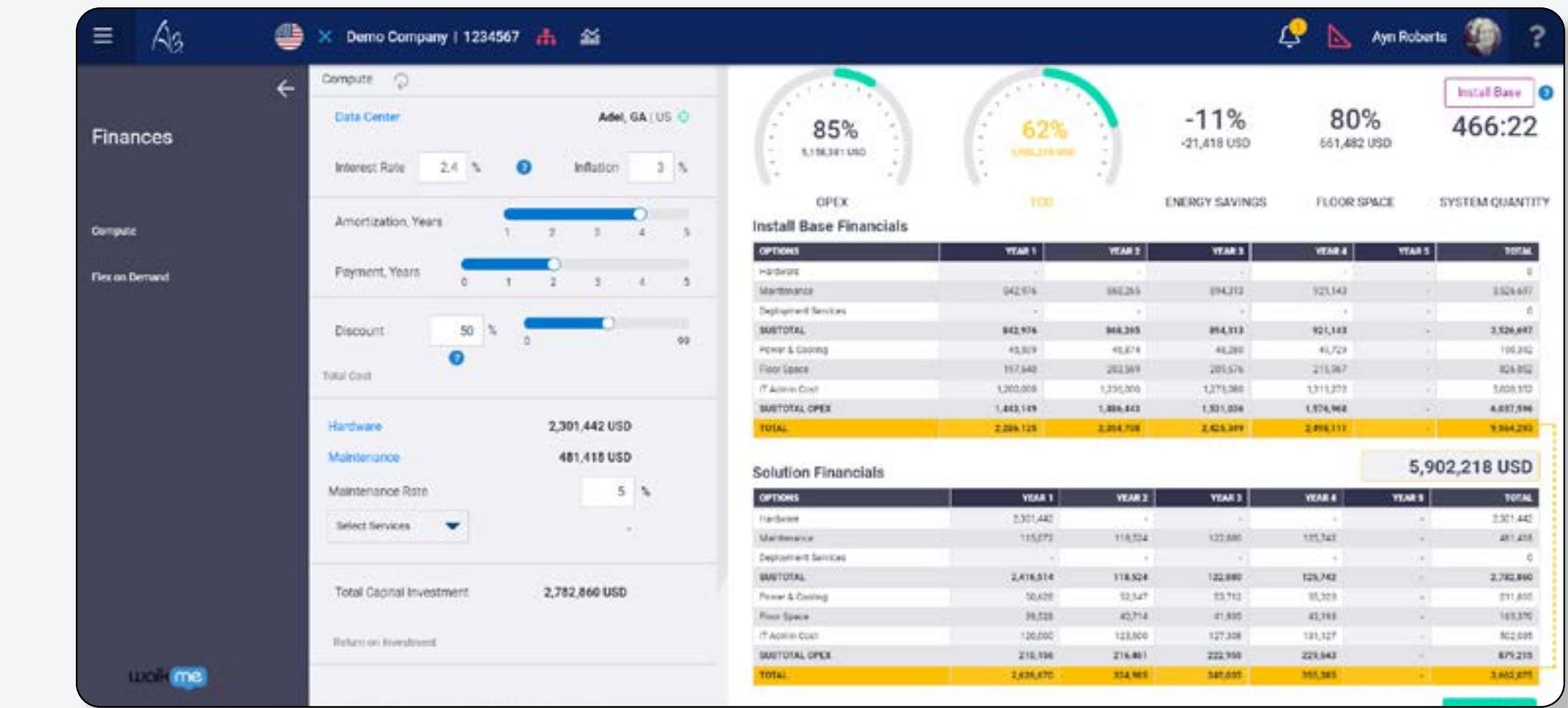
Design Sketch

The above depicts the A3 1.0 (sales application) design sketch, prototype, and notes.

Prototypes



Home Screen

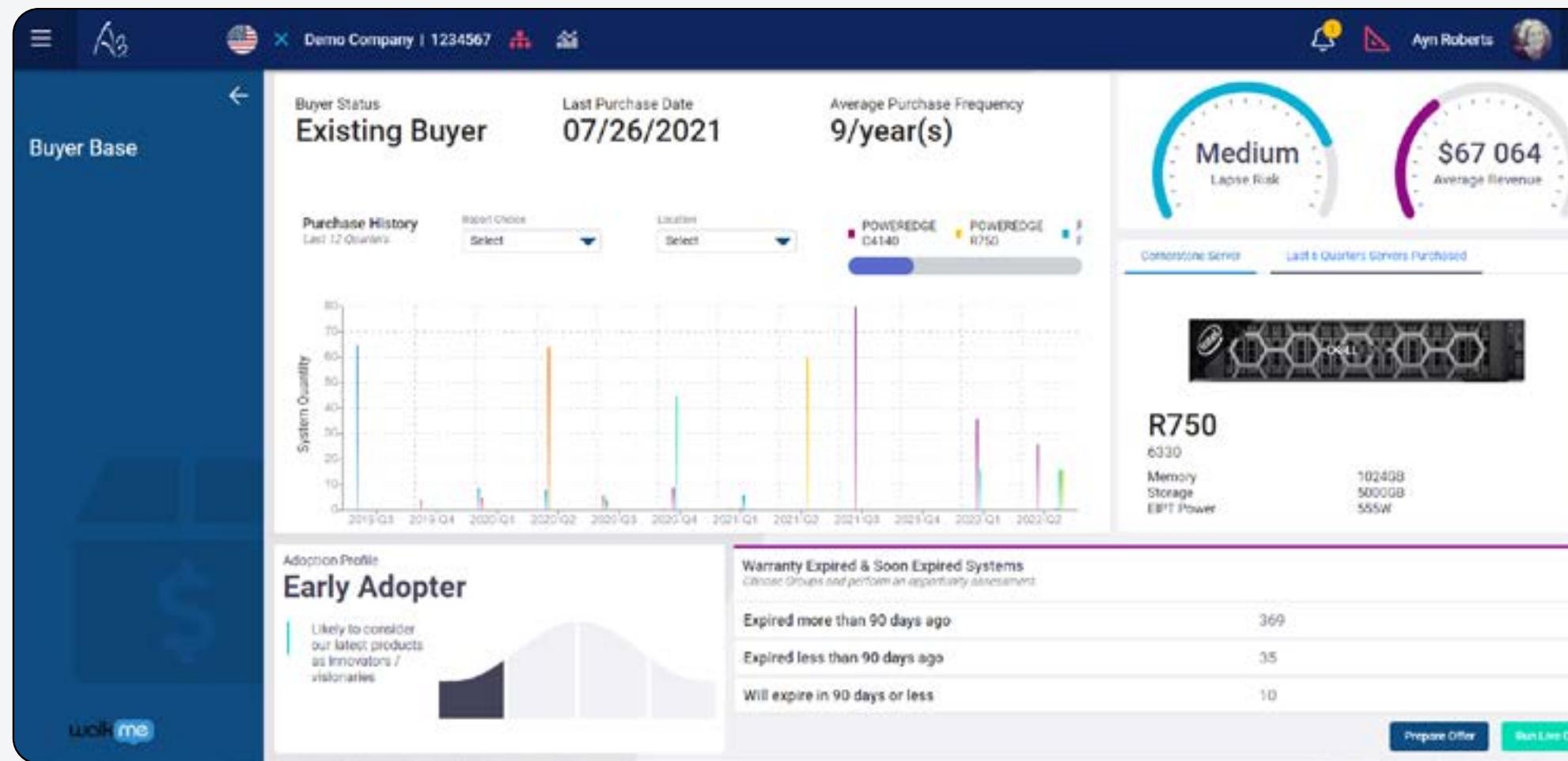


Finance Screen

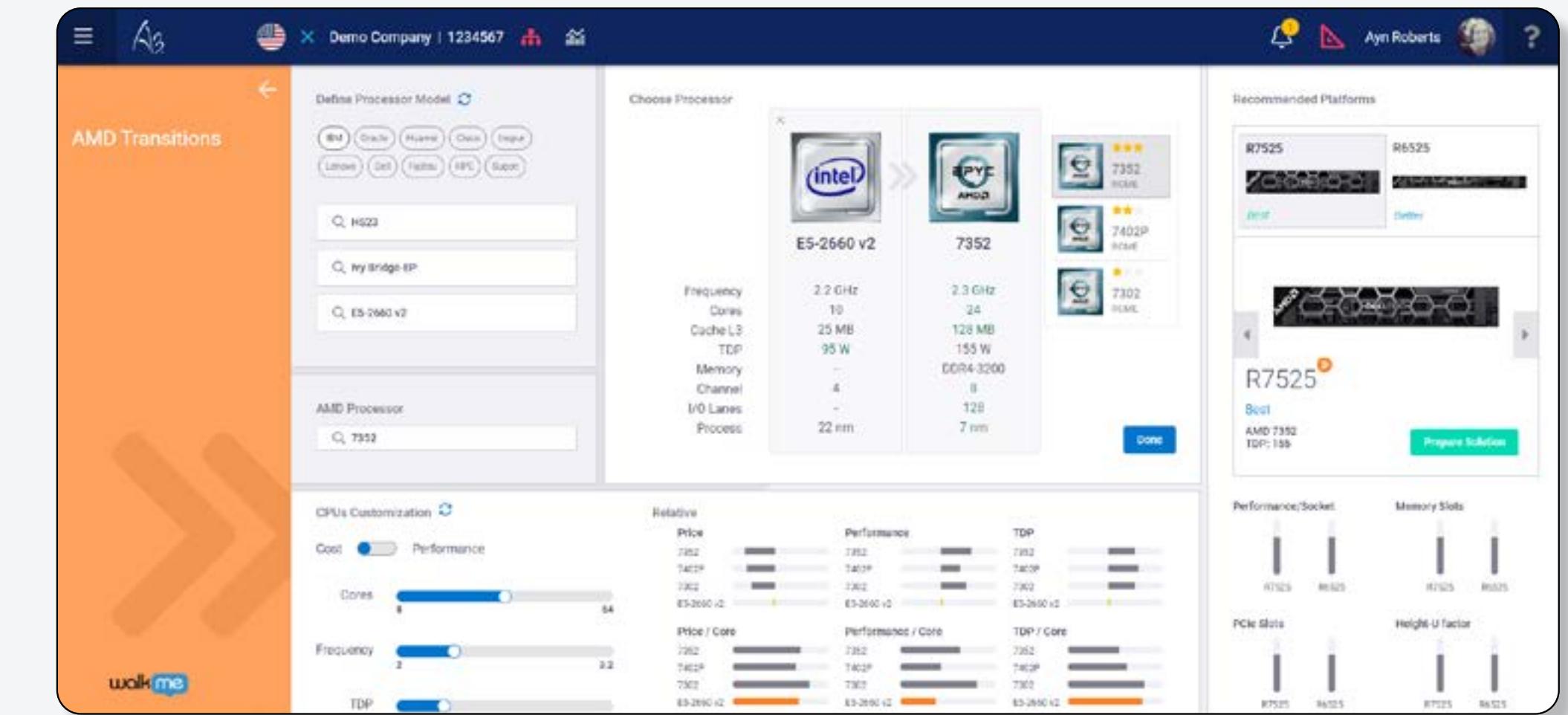
Hi-Fidelity Prototypes

The above depicts the A3 2.0 Home and Finance screen.

Prototypes



E-Commerce - Existing Buyer



E-Commerce - AMD Transition

Hi-Fidelity Prototypes

The above depicts the A3 2.0 Existing Buyer and AMD Transition screen.

Final Results

It was great experience working with the talented people of Dell. I learned so much from my senior UX/UI lead and the rest of the team. I fulfilled my contract with Dell to develop the A3 product ahead of schedule.

+401%
Adoption

+38%
Training Impact
Reduction in Training
Hours

+38%
Efficiency

06 Case Study Pharmaceutical App

Popup Rx

Project Brief:

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.



Design Process

01

Empathy

Research Methodology

Focus Groups - End users, industry experts and stakeholders.

- Decide on the range of topics you would cover
- Pretest questions
- Open-ended questions.
- Arrange questions naturally.
- Hire a skilled moderator



02

Define

Utilizing user research, we ascertained that there were ten's of millions of "under insured" working class American. Further more other companies such as Web MD, Good Rx, and Rex Pharmacy provided proof of concept.

03

Ideation

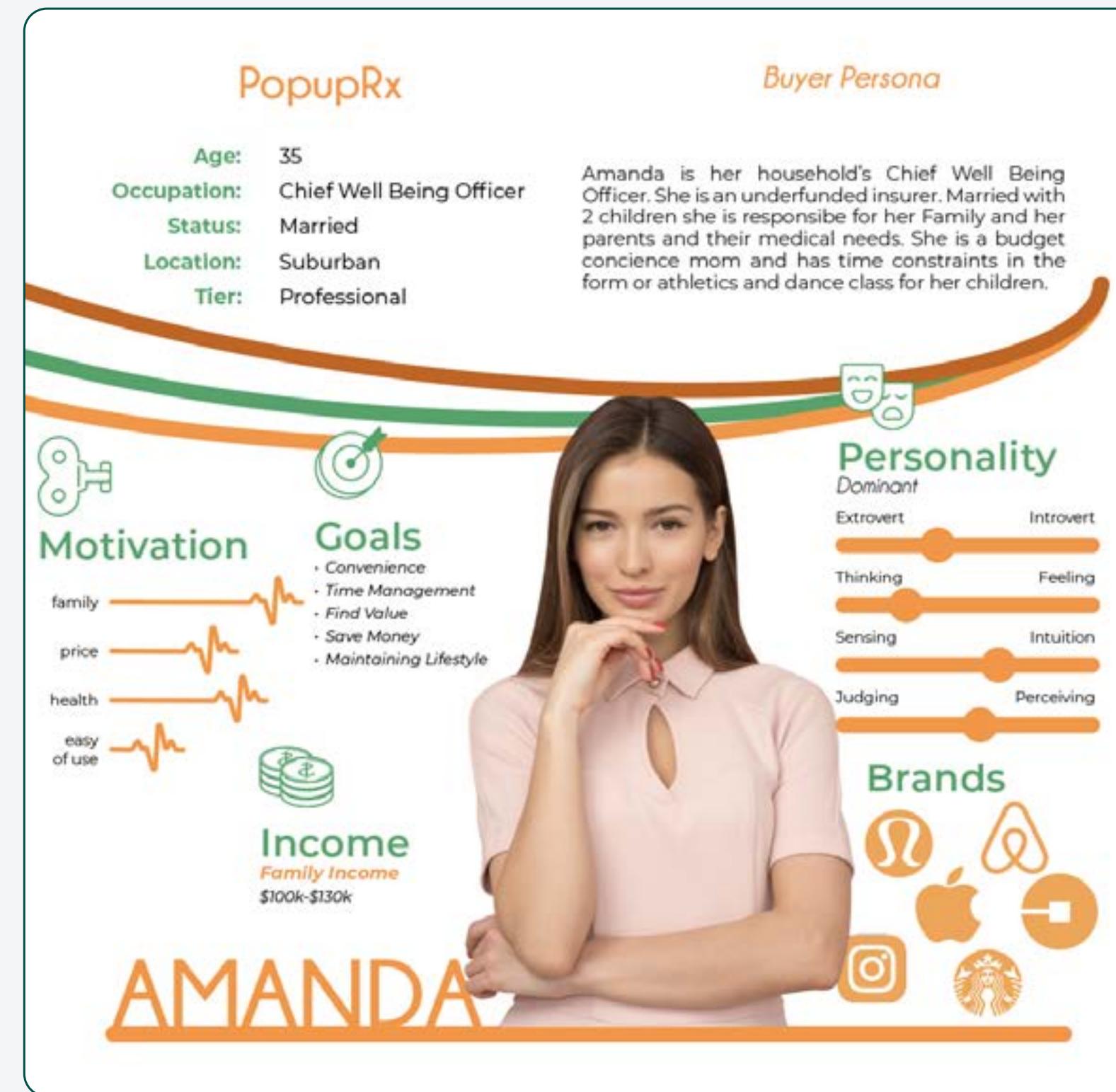
Daily brainstorming session, led to the development of red routes, flow chart development for user pathways, and wireframes.

04

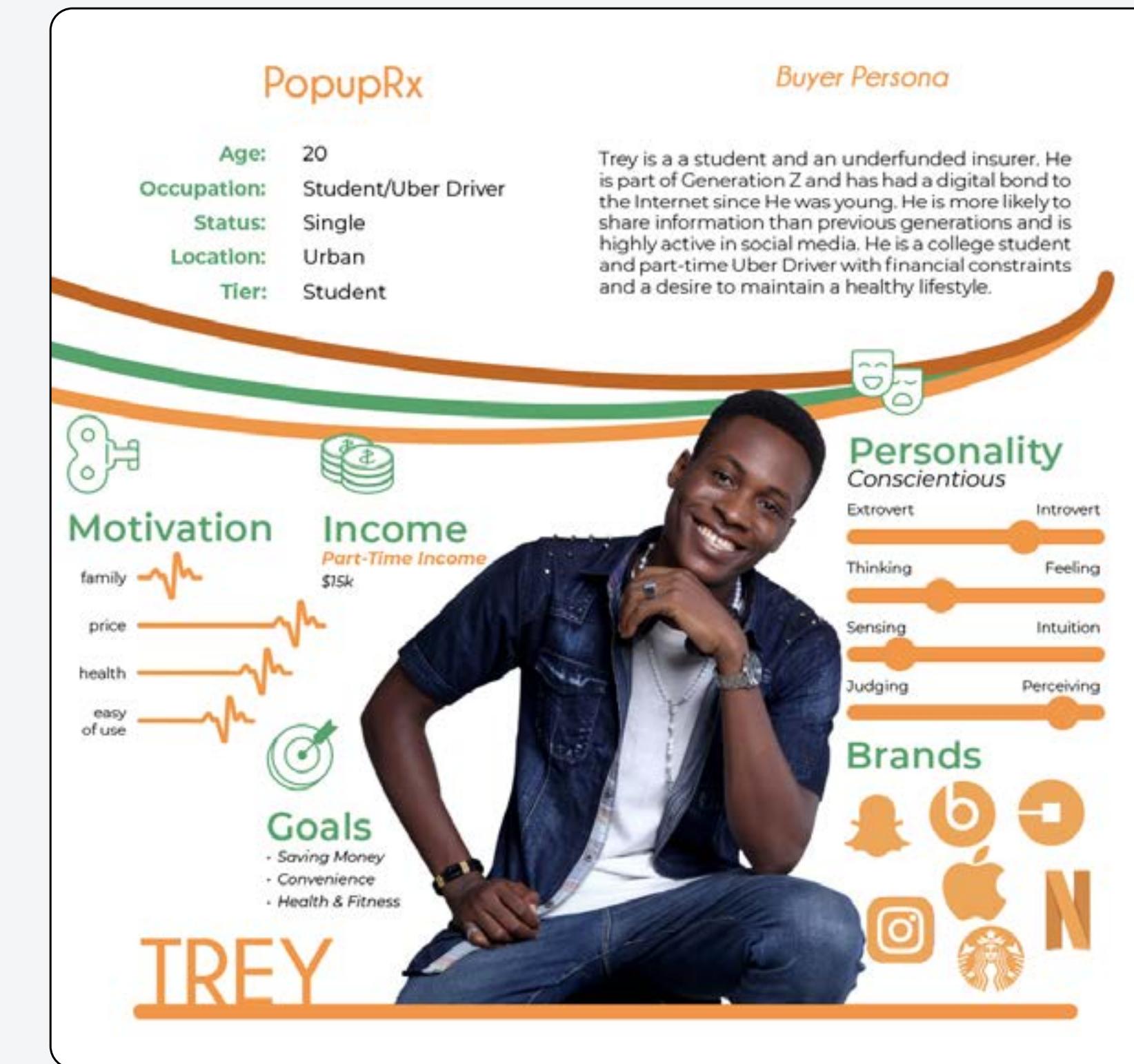
Prototype

Daily stand up meeting were held to design and iterate prototypes using both Adobe XD and the rest of the adobe suite.

Personas



Persona: Home Maker

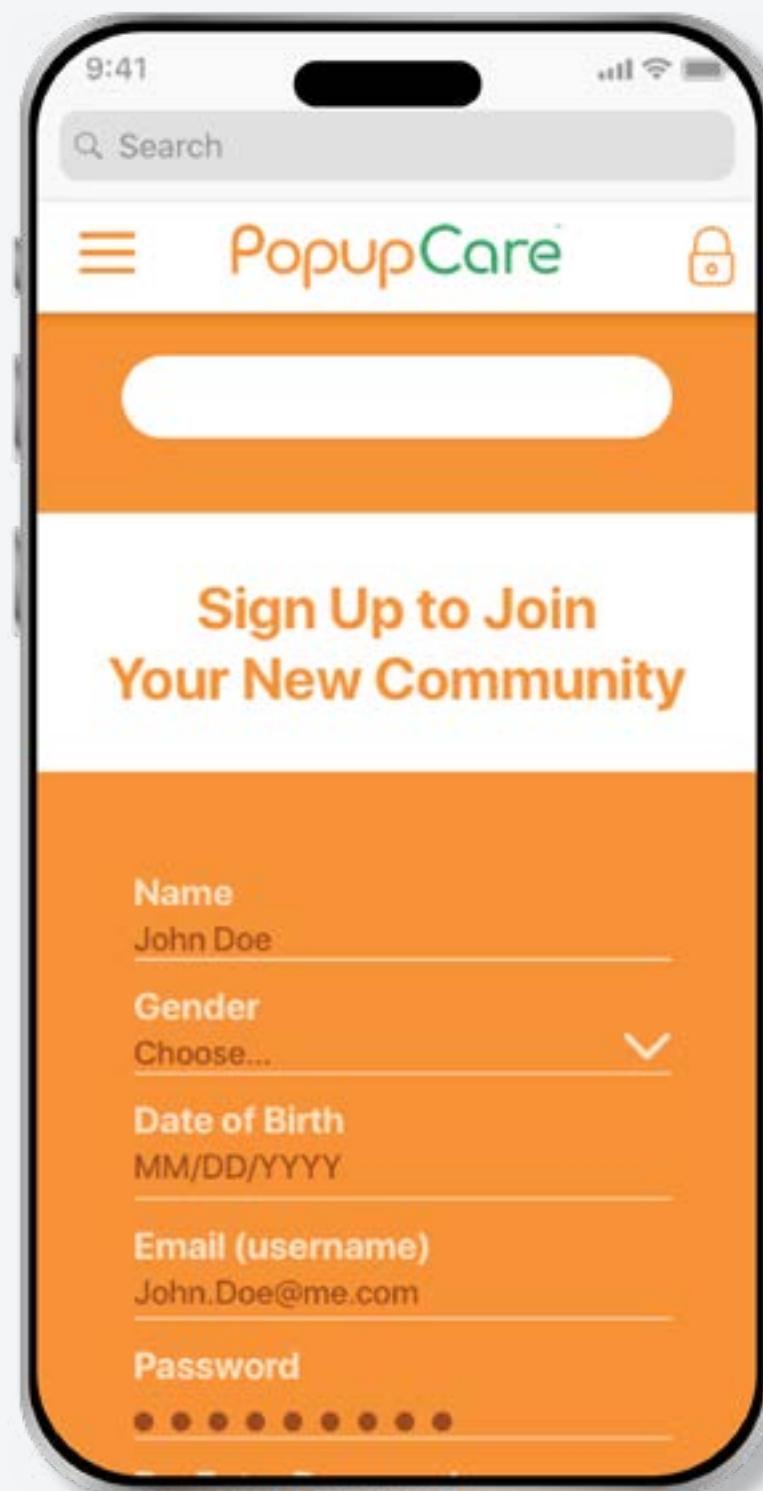


Persona: Student

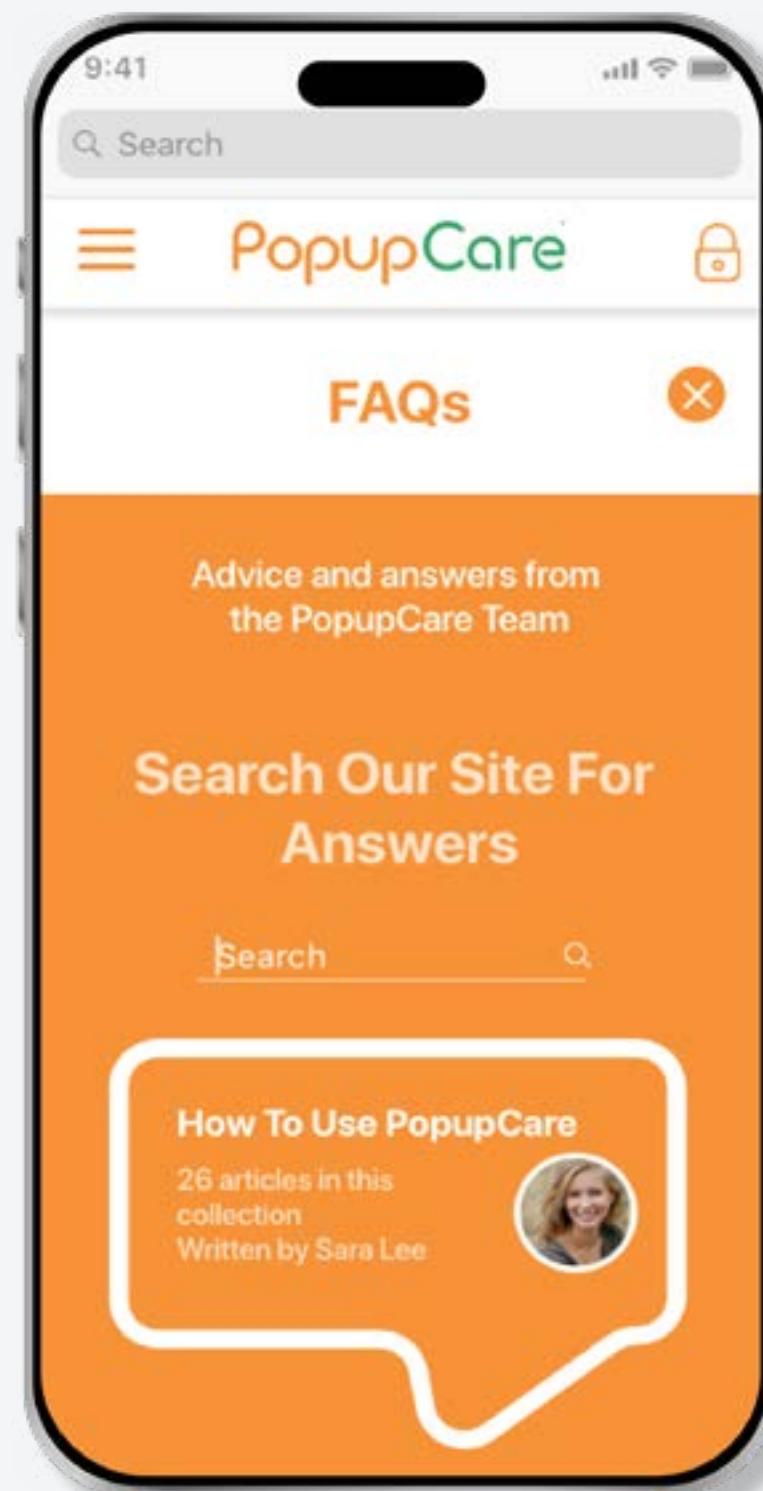
Personas

The above depicts User Personas developed for Popup Rx.

Prototypes



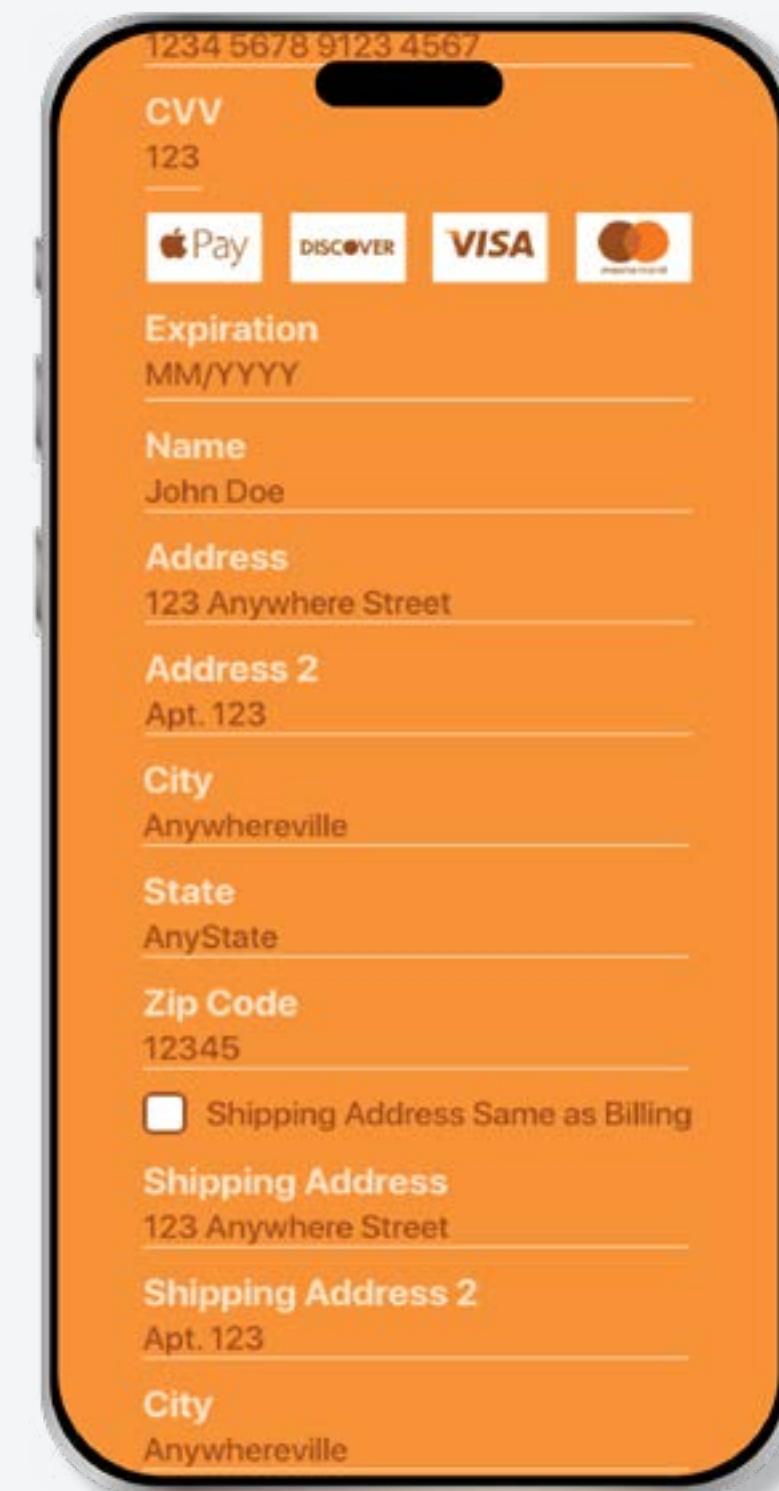
Sign Up



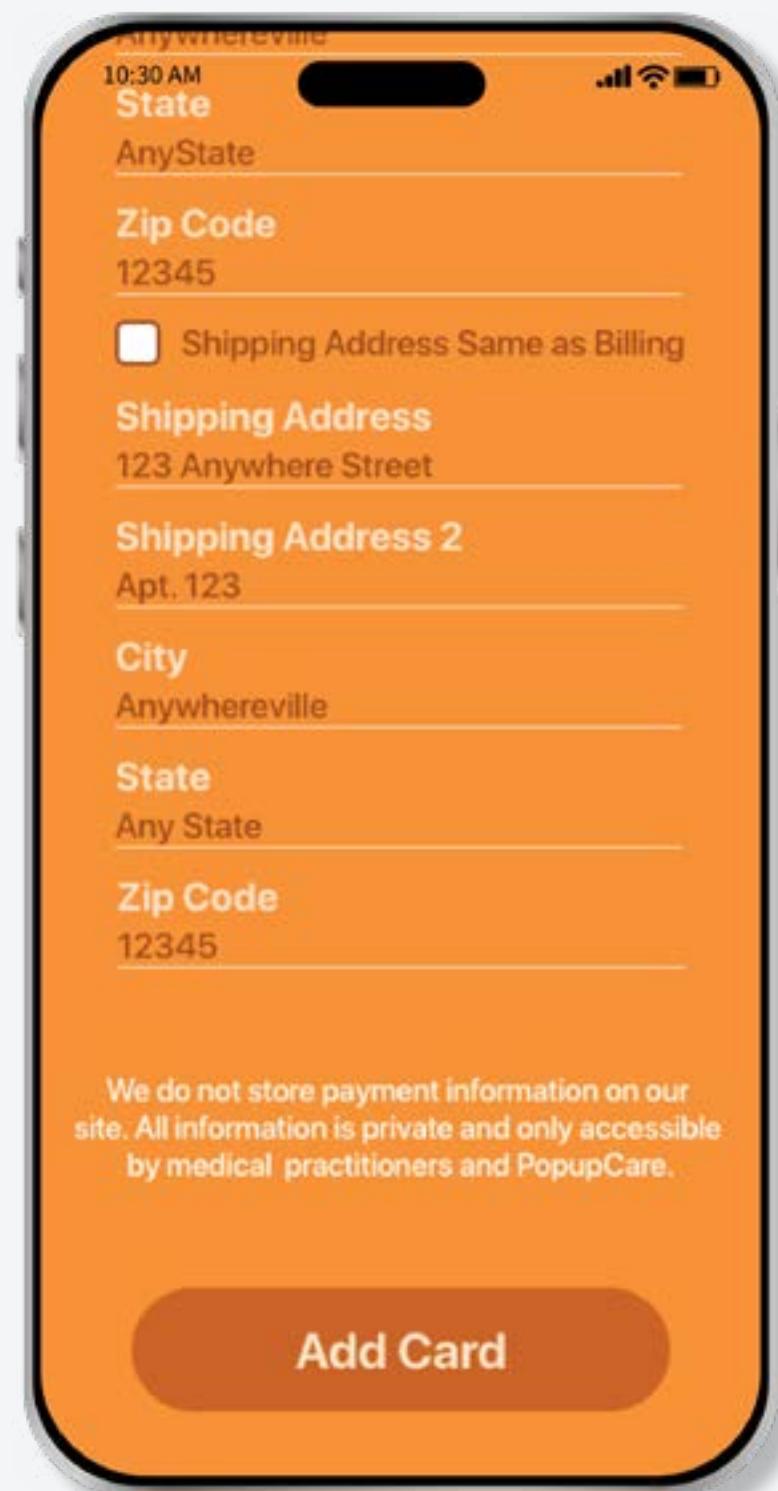
FAQs



Current Medication



E-Commerce Credit Card



E-Commerce Enroll

Hi-Fidelity Prototypes (Mobile App)

The above depicts the Popup Rx App.

Final Results

I learned how to collaborate with a cross-functional team, how to communicate actionable and testable user insights to the team as well as achieve expert knowledge of Adobe XD. We approached it as a mobile first product with secondary web designs.

+56%
App Adoption

+45%
Revenue

+345%
New Customers

+78%
Total Orders

07 Case Study Banking App

Univision

Project Brief:

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.



Design Process

01

Empathy

Research Methodology

Focus Groups - End users, industry experts, stakeholders and Univision product managers.

- Decide on the range of topics you would cover
- Pretest questions
- Open-ended questions.
- Arrange questions naturally.
- Hire a skilled moderator



02

Define

Utilizing user research and meetings with the Univision team, we ascertained there was a great need for users to transfer money between the U.S. and Latin America. It was further deduced that a huge market was currently being ignored through current banking models.

03

Prototype

Wireframing was developed between myself and the AVAI product manager. I developed wireframes using Sketch. High definition prototypes were developed using Sketch and Adobe InDesign. Iterations were developed and then reviewed daily to present to the Univision team.

Style Guide

Typography

Brand Font Title Text

Font Family: Avenir Next
Style: Bold
81pt

Brand Font Headline

Font Family: Avenir Next
Style: Demi Bold
72pt

Apple Button Text

Font Family: San Francisco Text
Style: Semibold
60pt

Apple Body Text

Font Family: San Francisco Text
Style: Medium
40pt

Android Button Text

Font Family: Roboto Condensed
Style: Regular
50pt

Android Body Text

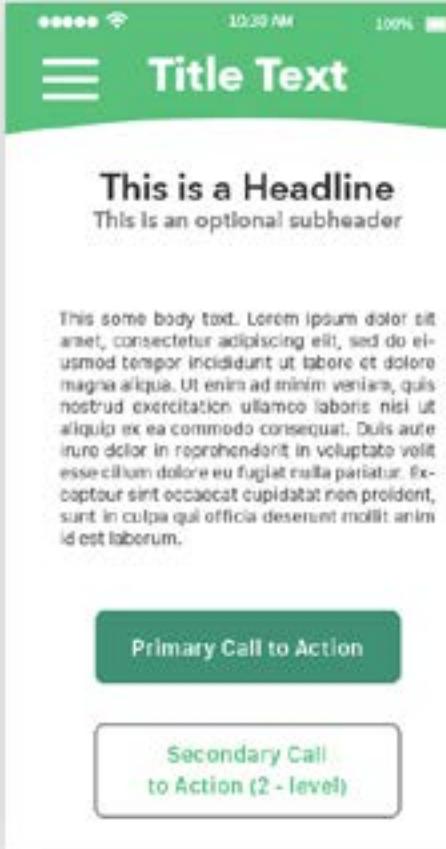
Font Family: Roboto Condensed
Style: Bold
40pt

Ideal length for legibility of body copy is 40-60 characters per line.
San Francisco Medium Text will be 48 pt
60 Characters per line.

Primary Call to Action

Secondary Call to Action (2 - level)

Colors **Font Family** **Typography** **Title Text/ Navigation** **Specialized Text** **UI Elements** **Icons** **iOS/Android Elements**



UI Elements

8 dp Grid Guidelines (3x pixel)

4 Gutters 48 px
4 Columns
Margins 72px

Base to Crest 72 px
32px
128px
32px
96px
32px
128px
32px
192px

Primary Call to Action

Secondary Call to Action

Colors **Font Family** **Typography** **Title Text/ Navigation** **Specialized Text** **UI Elements** **Icons** **iOS/Android Elements**



UI Elements/Icons

Navigation Symbols
Height: 72px

Add **Back** **Arrows** **Close** **Cancel** **Hamburger Menu**

Current Icon Symbols
Height: 72px

Transactions **Add Cash** **Agreements** **Deposit Check** **Direct Deposit** **Get Plastic/ Your Card** **Send** **Receive**

Legal **Help** **Help 02** **Settings** **Logout** **Alerts** **Money Transfer** **Manage Cards**

Location Icons
Height: 120px

7-Eleven **CVS** **Rite Aid** **Walgreens** **Walmart** **VISA** **Mastercard** **Mobile Money** **Cash**

Icon Clearance Area
48 px (16dp)

Icon Size
72 px (24dp)

Icon Clearance Area
48 px (16dp)

Icon Size
132 px (44dp)

Primary Call to Action

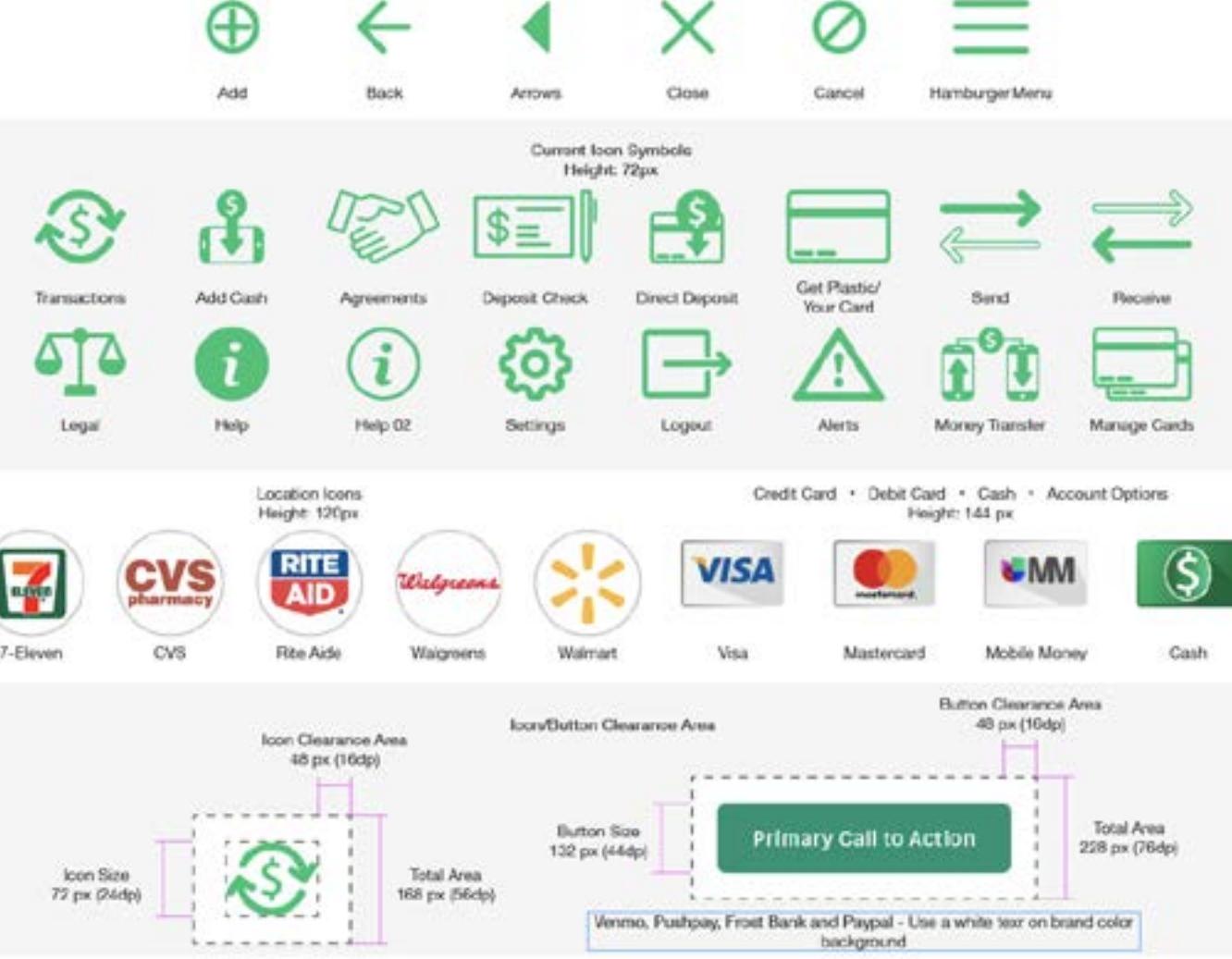
Total Area
228 px (76dp)

Button Clearance Area
48 px (16dp)

Button Size
132 px (44dp)

Venmo, Pushpay, Frost Bank and Paypal - Use a white text on brand color background

Colors **Font Family** **Typography** **Title Text/ Navigation** **Specialized Text** **UI Elements** **Icons** **iOS/Android Elements**



Typography

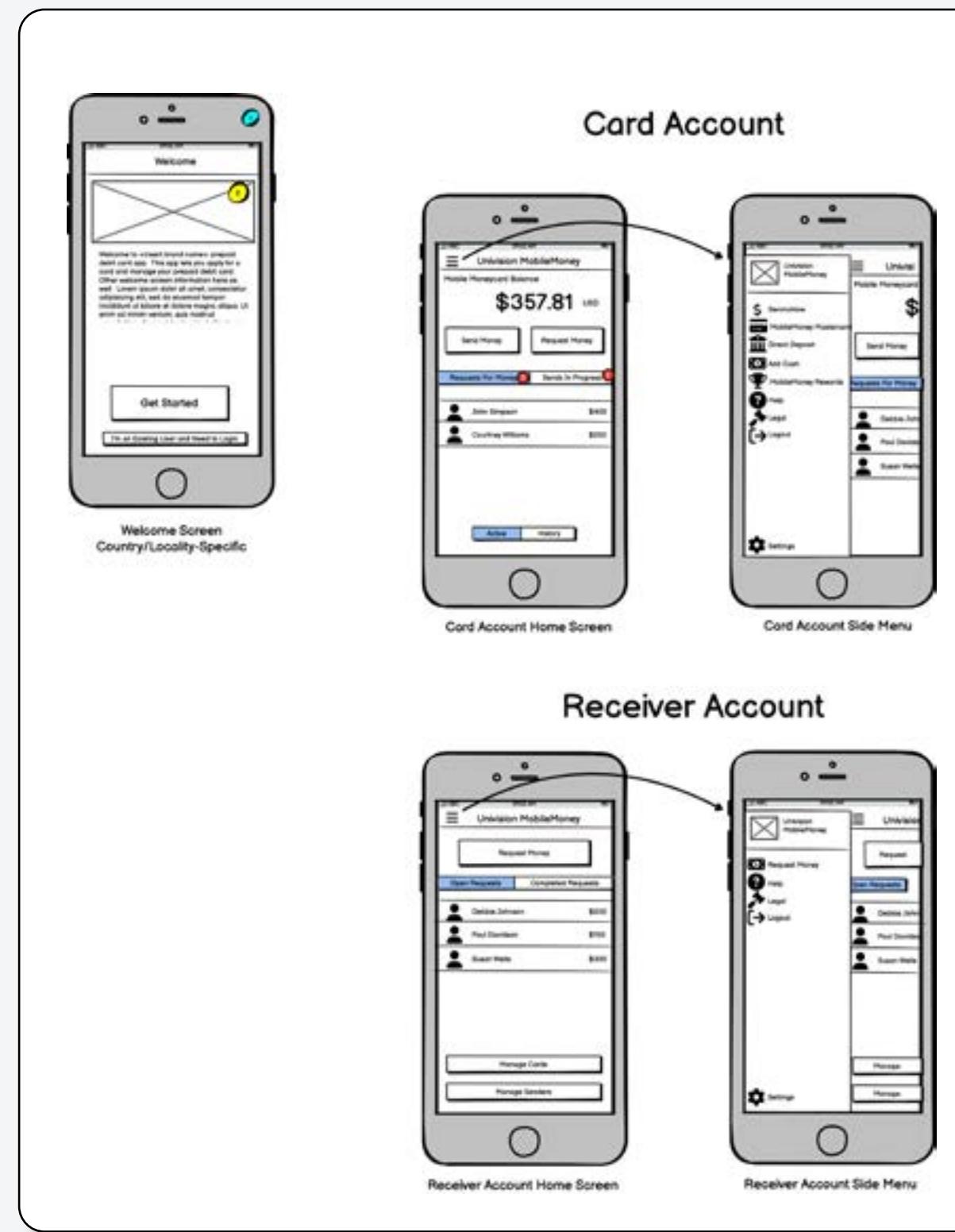
Style

The above depicts a sample work of the style guide I developed.

Grid Line Standards

UI Elements

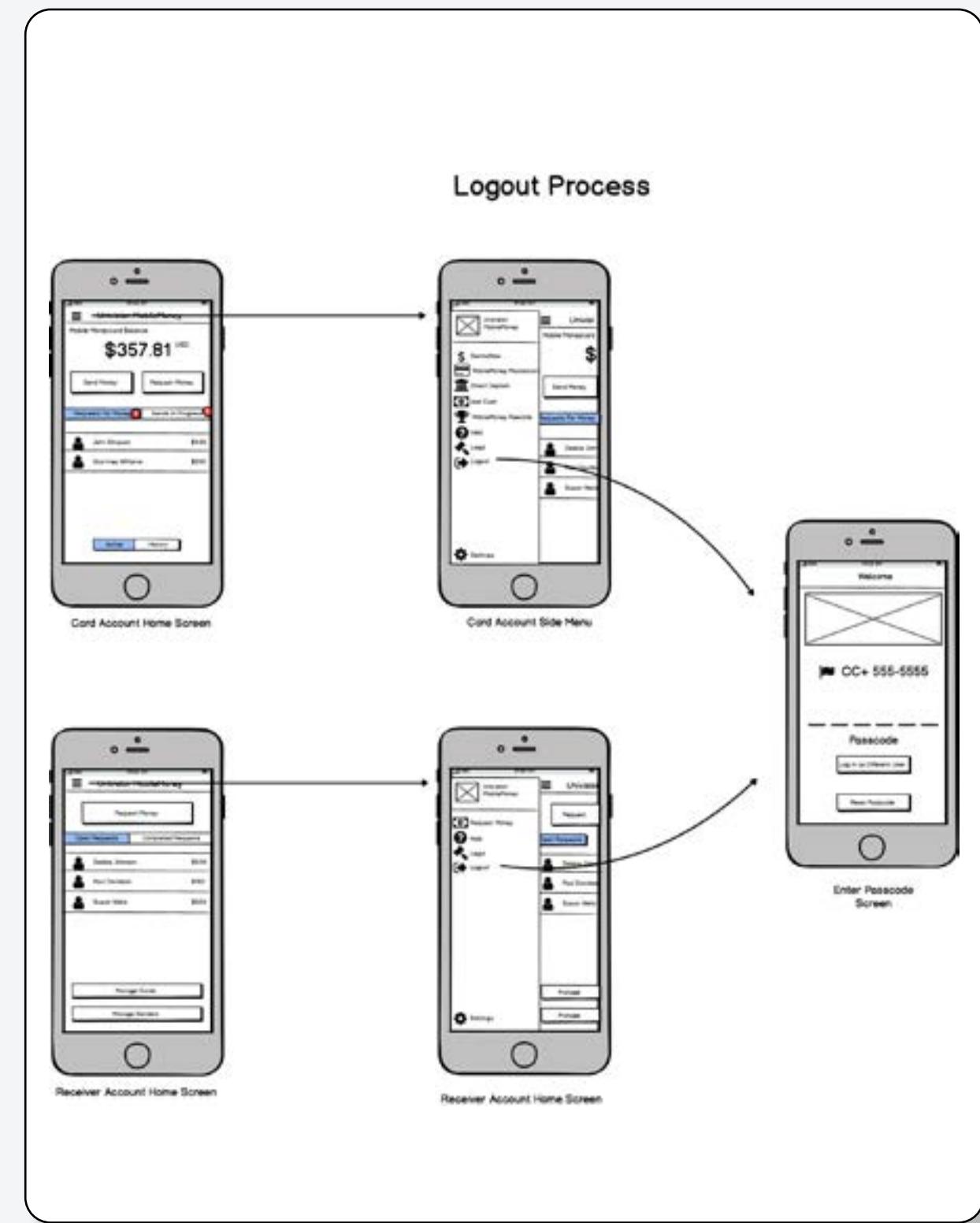
Wireframing



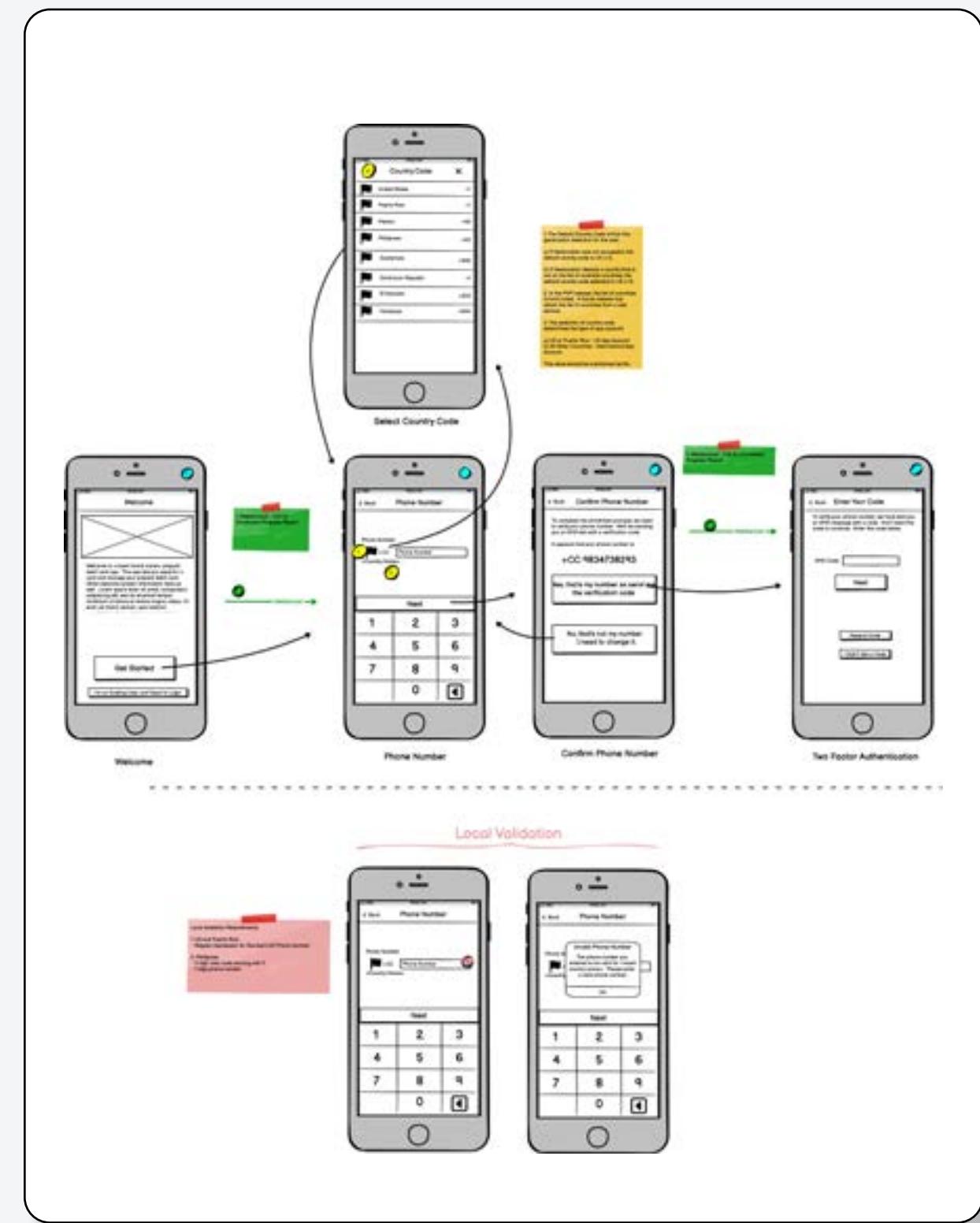
Wireframe Example

Wireframes

Balsamic was utilized to quickly wireframe large numbers of processes.

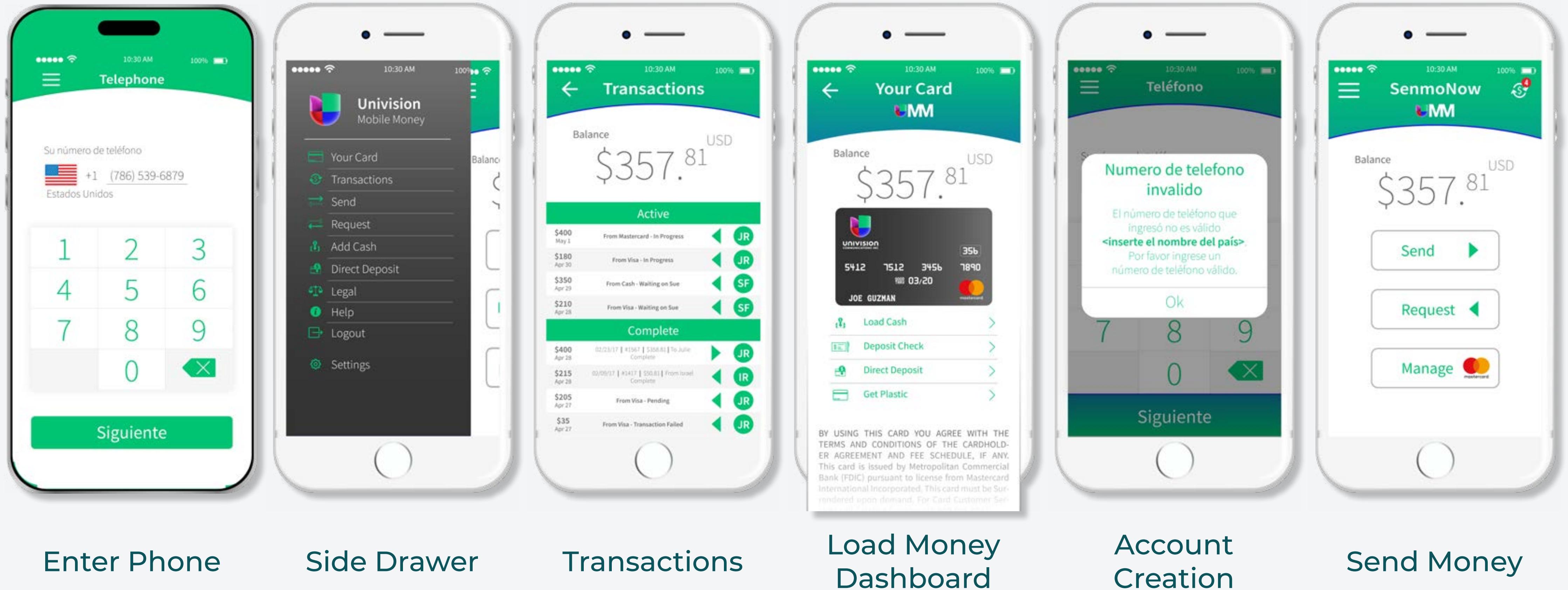


Wireframe Example



Wireframe Example

Prototyping



Hi-Fidelity Prototypes (Mobile App)
Both Indesign and Figma were used in the rapid prototyping of wireframes.

Final Results

I am very proud of my work on the Univision Mobile Money App. This was my first application with a company of that size. I learned how to develop and designs the user pathway for banking application. It is currently available for download.

Univision Mobile Money application is currently available for download.

+20%

**Onboarding
Unbanked
Users**

-15%

**Transaction
Steps**

+56%

Conversion Rate

35%

**Increase In
Total Orders**

08 Case Study Consumer/Auto App



Project Brief:

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.



Design Process

01

Empathy

Research Methodology

Focus Groups - End users, industry experts, stakeholders and Coca-Cola and Ford product managers.

- Decide on the range of topics you would cover
- Pretest questions
- Open-ended questions.
- Arrange questions naturally
- Hire a skilled moderator



04

Prototype

Initial development of wireframes lasted a day, then presented to the team. All prototypes (low and high fidelity) were developed using the Adobe XD and Adobe CC programs. The process focused on continuous iteration and open lines of communications between C.E.O., programmers and myself. At this point we would typically present the prototypes to the Ford and Coca-Cola team leads.

02

Ideation

Initially brainstorming sessions occurred daily with our C.E.O., then he would meet with the team leads of each company to develop initial project requirements. This was a quickly paced process that lead to the success of the overall design.

Prototypes



Home Screen



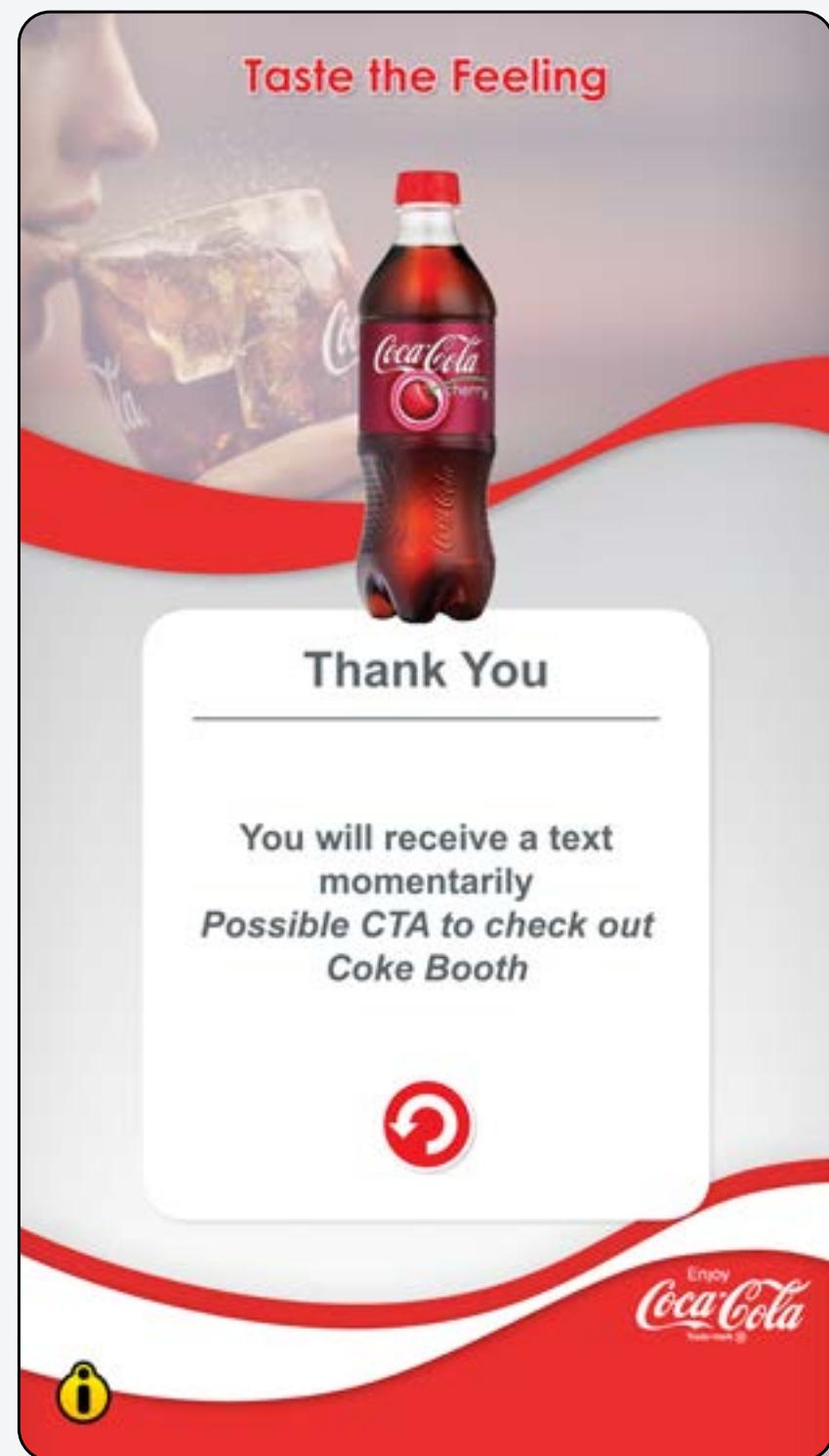
Product Information



Enter Phone for Offering



Terms and Conditions

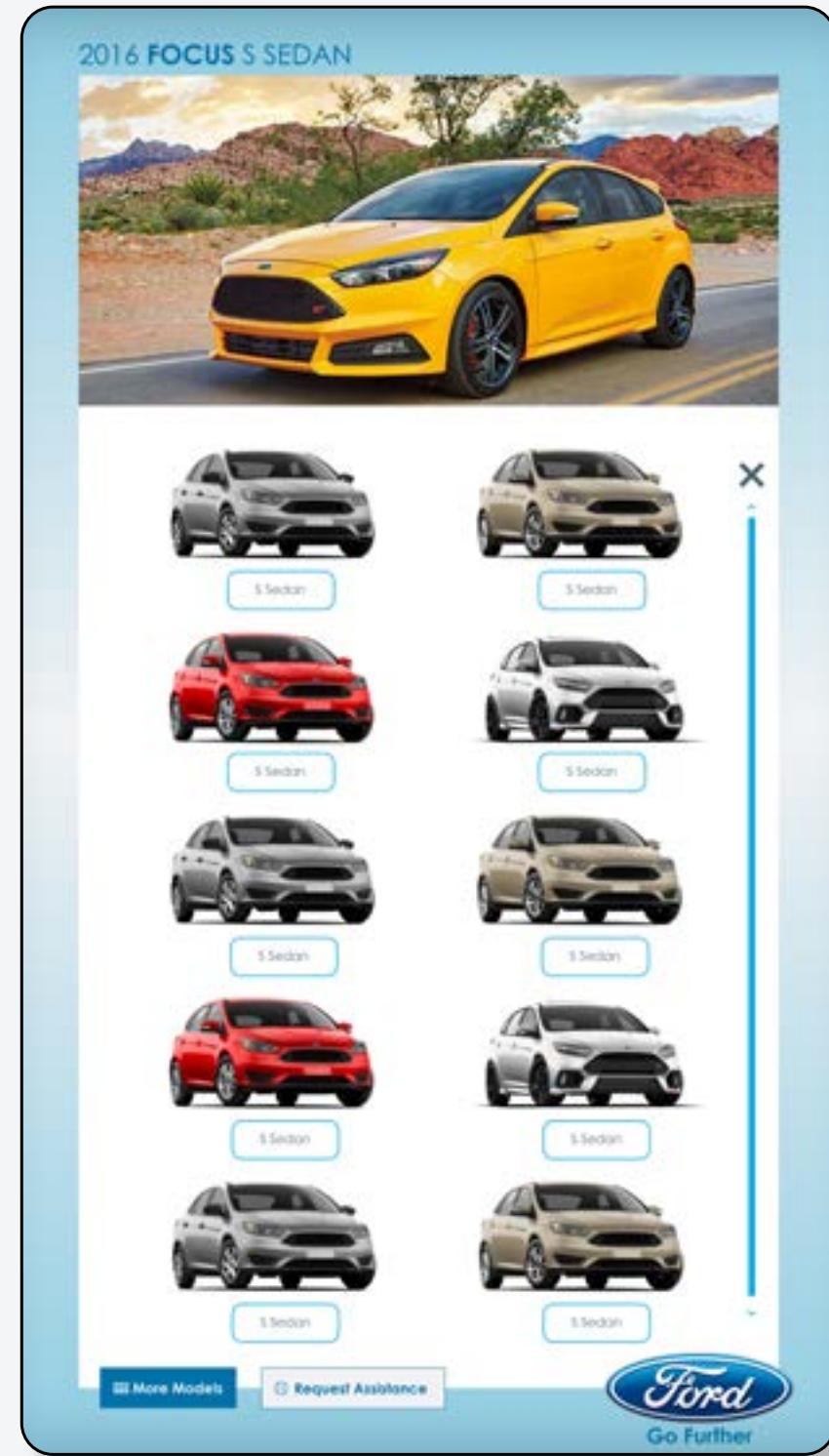


Success

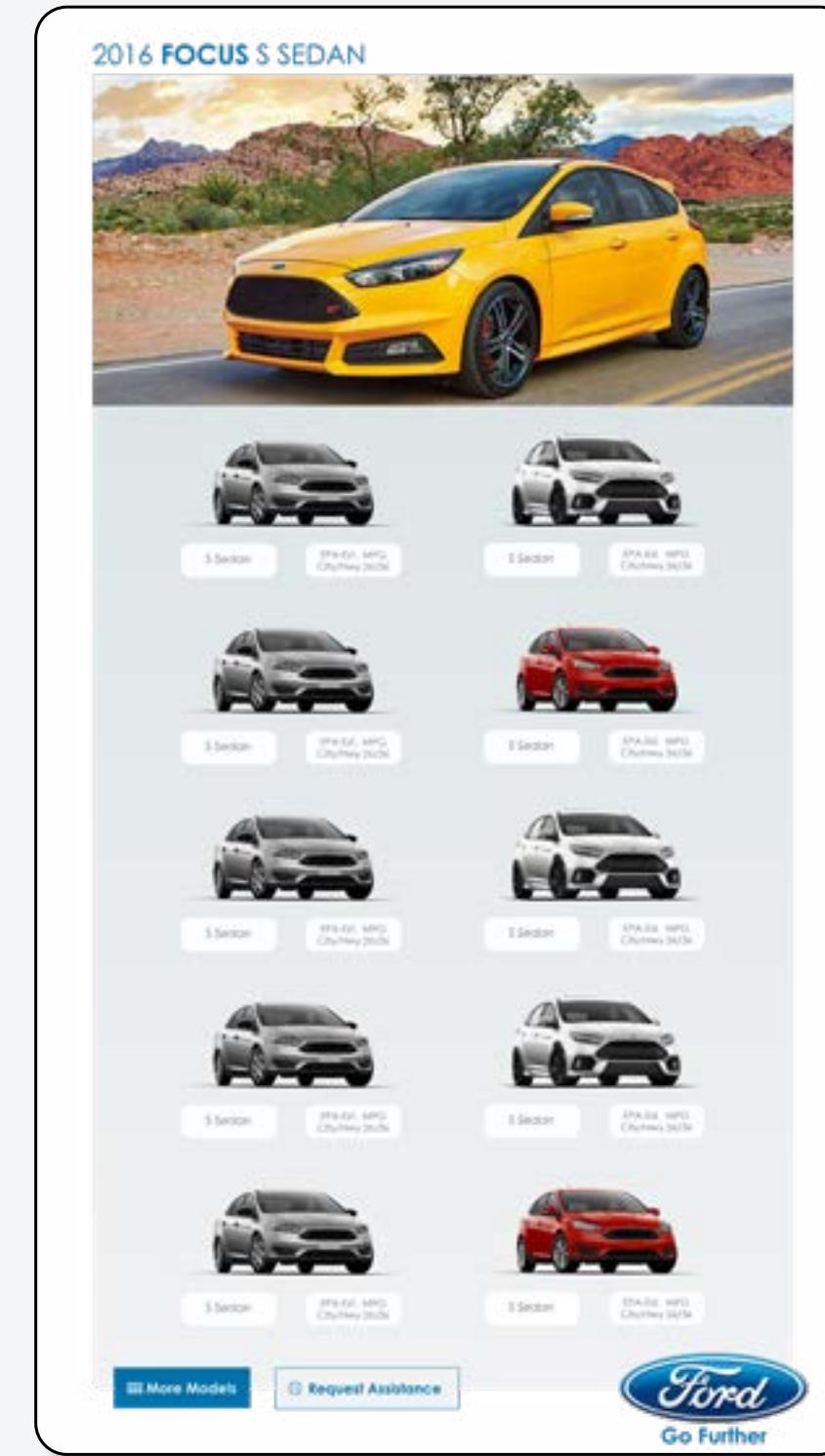
Hi-Fidelity Prototypes (Kiosk App)

The above depicts the Coca-Cola kiosk app UI.

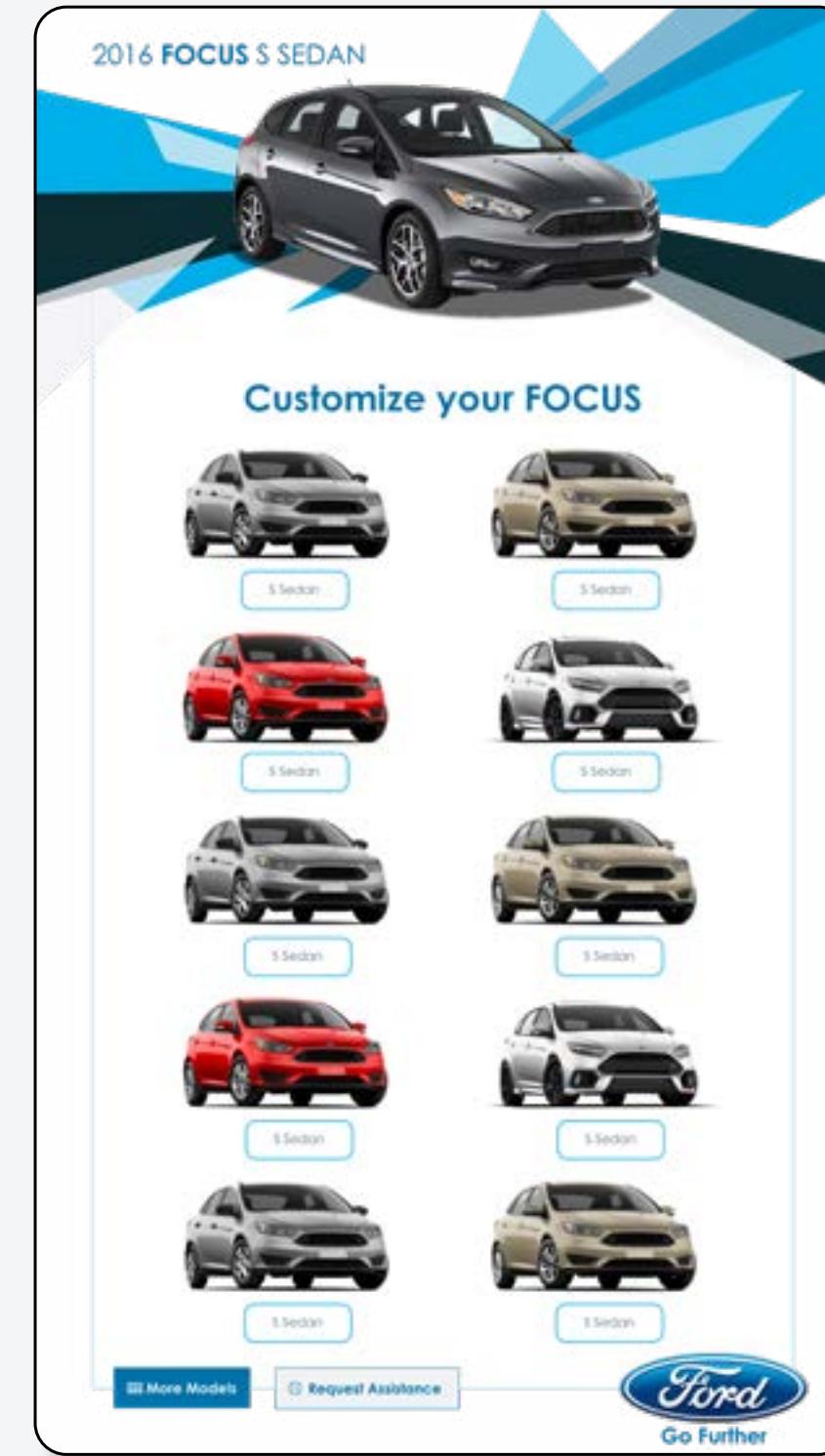
Prototypes



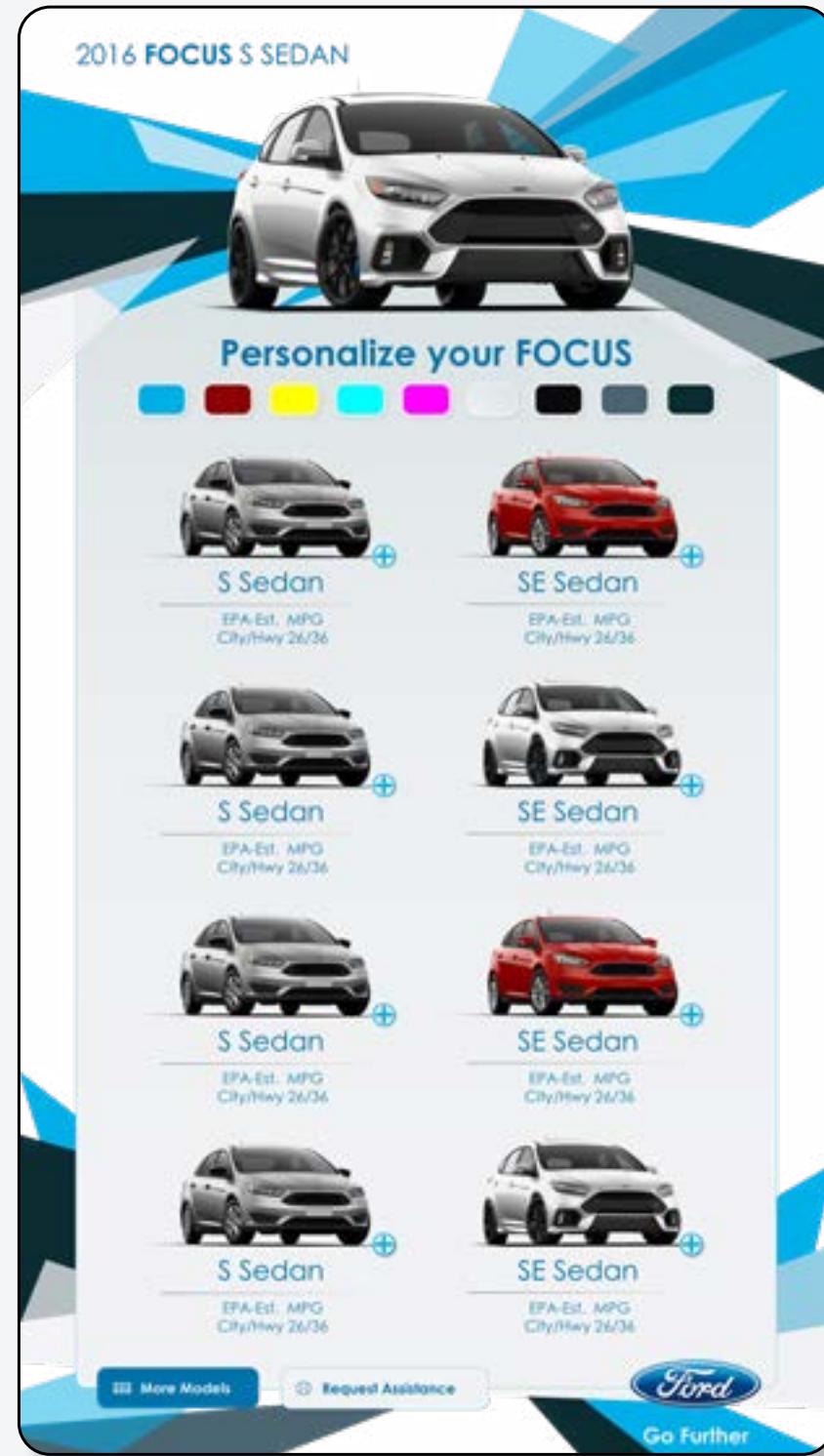
Home Screen #1



Home Screen #2



Home Screen #3



Home Screen #4

Hi-Fidelity Prototypes (Kiosk App)

The above depicts iteration of the Ford kiosk app UI.

Final Results

The eyeQ kiosk product was a great learning experience for both eyeQ and myself. I held the role of design lead and worked to perfect my craft. The user interface was developed and had minimal success.

+106%
Conversion Rate

+33%
Efficiency & Adoption:

+66%
Add to Carts

+35%
Total Orders