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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www.ernestoarodriguez.me

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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

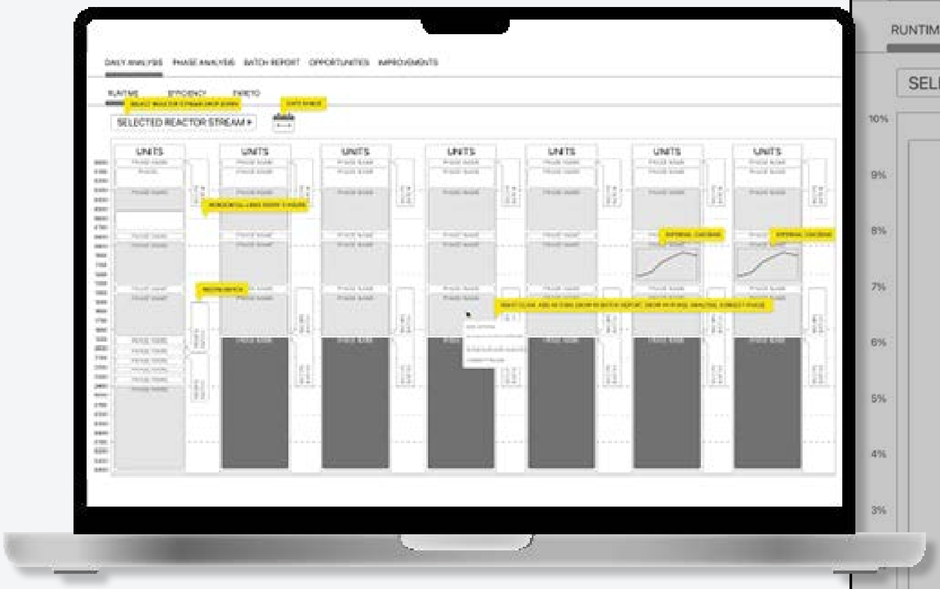
01
Empathy
Most of our initial research was confined to executing ideologies formulated by the Celanese project manager. Requirements were presented by the Cognite project manager and others were extracted through multiple meetings between myself and Celanese while adhering to the Evolving Style Guide.

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.

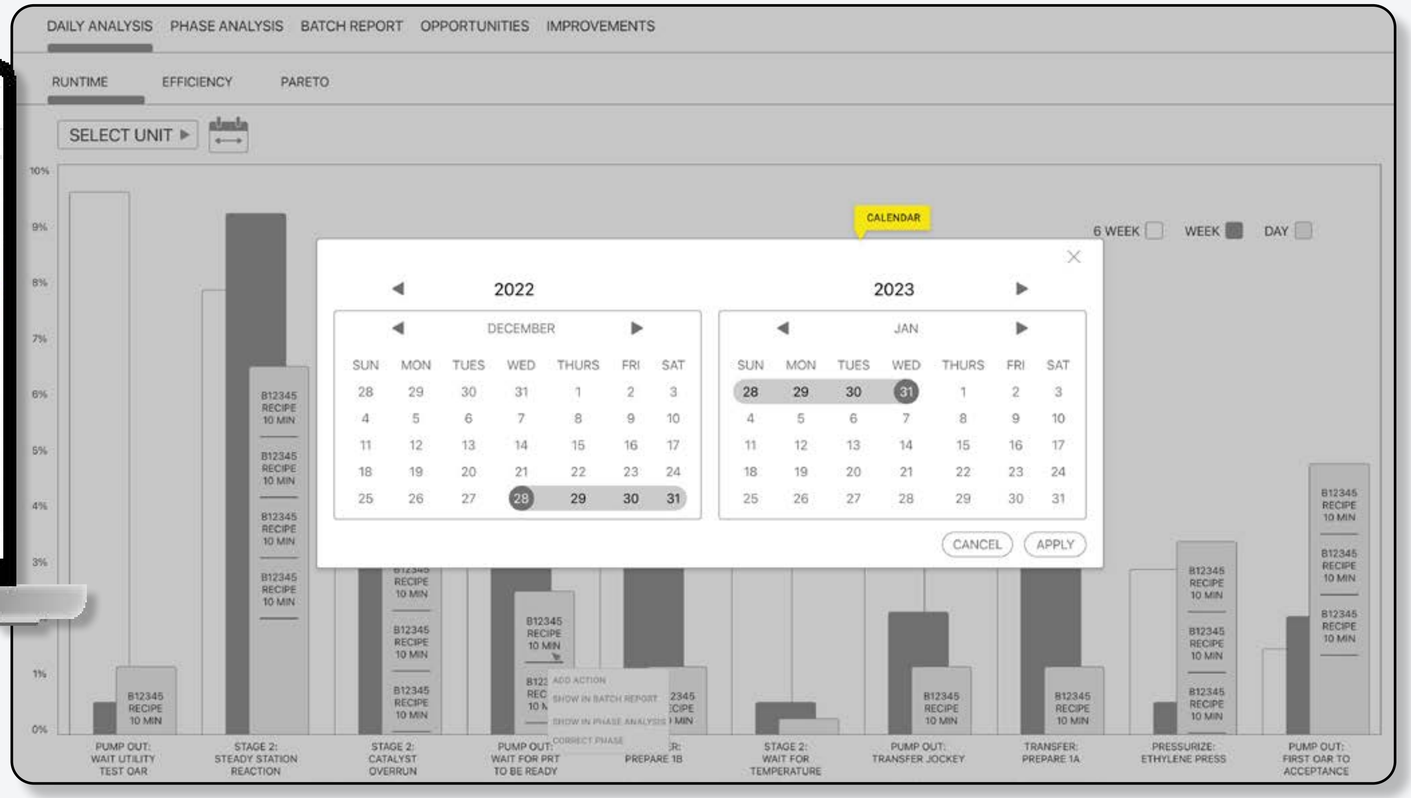
03
Prototype
After creating requirements it was time to get our hands dirty. At this point I would delop flow charts that evolved into wire frames and then high fidelity prototypes. It is paramount that quick prototyping iterations occur. We would nimbly design and redesign in both Figma and XD iterating 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



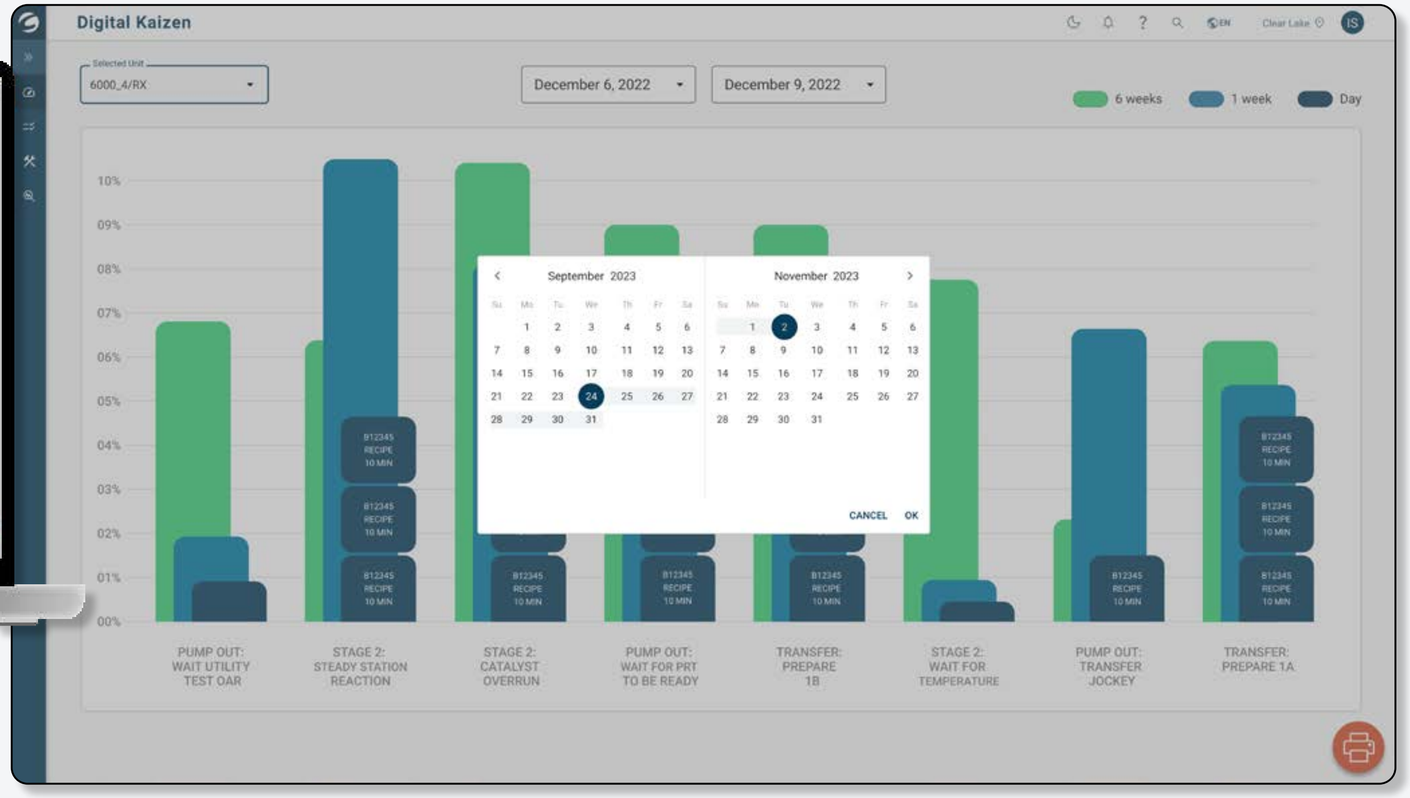
Pareto: Calendar

Testing for Change of Location of Application

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

Prototypes

Runtime



Pareto: Calendar

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 proto-types for Celenese and projecrt reached it’s logical conclusion before design and program-ming was moved to Olso, Norway. Project UX/UI was designed ahead of schedule and exced-ded 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 takle the task. I would develop requirements along with the project manager.

03
Ideation

Taking more abstarct 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 comferencing. 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

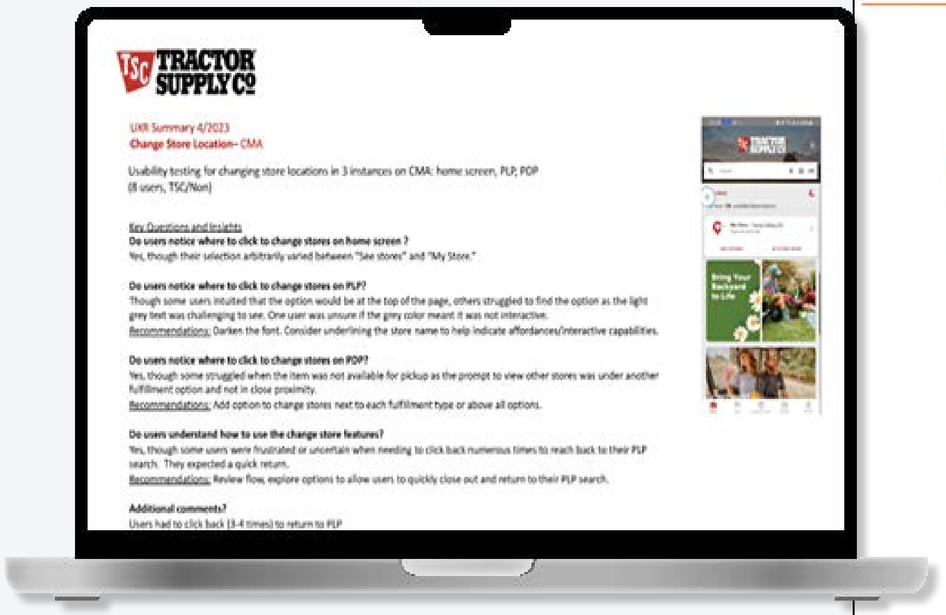
After creating requirements it was time to get our hands dirty. At this point I would delop flow charts that evolved into wire frames and then high fidelity prototypes. It is paramount that quick prototyping iterations occur. We would nimbly design and redesign in XD.

05
Test

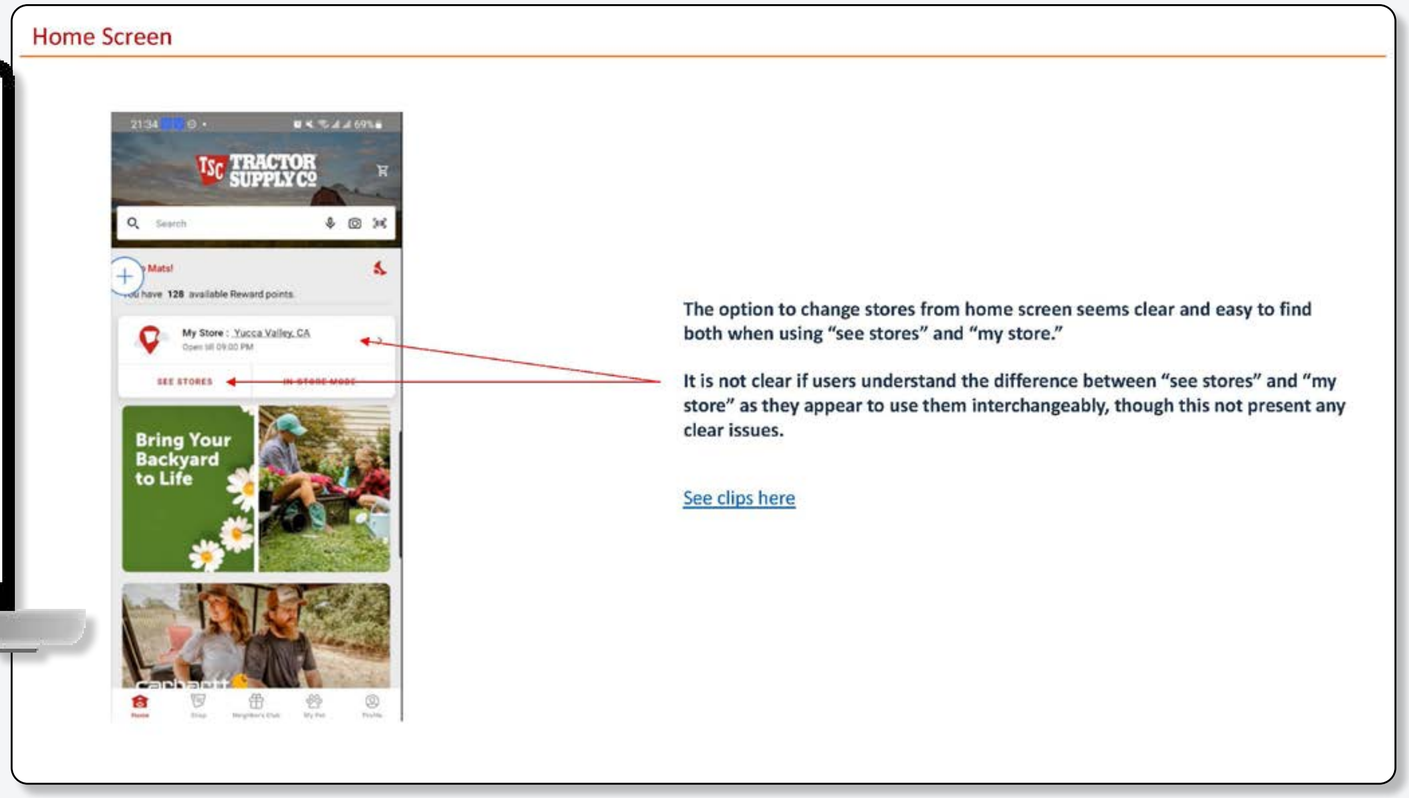
I worked with the product managers to develop product questionaires for A/B testers. Further testing was done on users through interviews and app mockups.

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

Testing



Change Location: pg 1

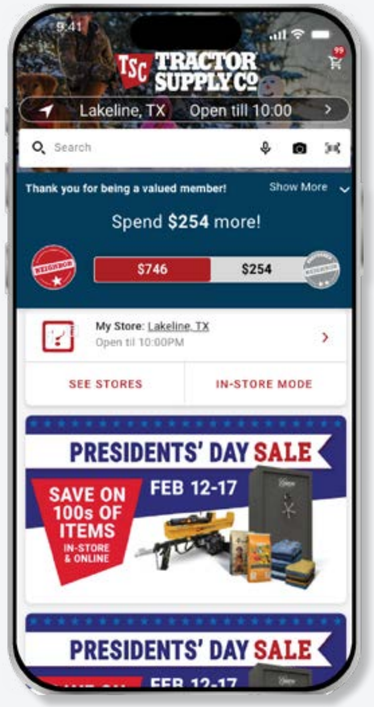


Change Location: pg 2

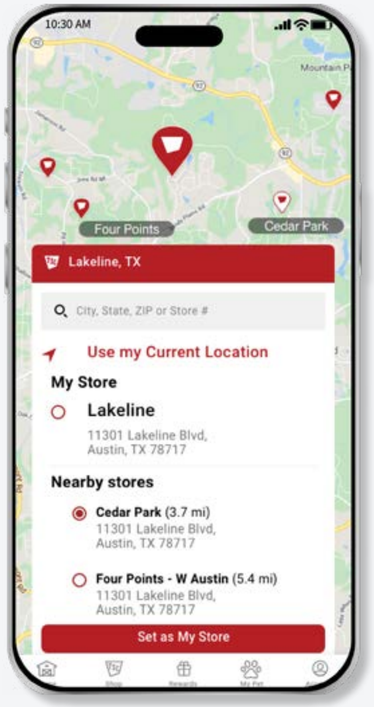
Testing for Change of Location of Application

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

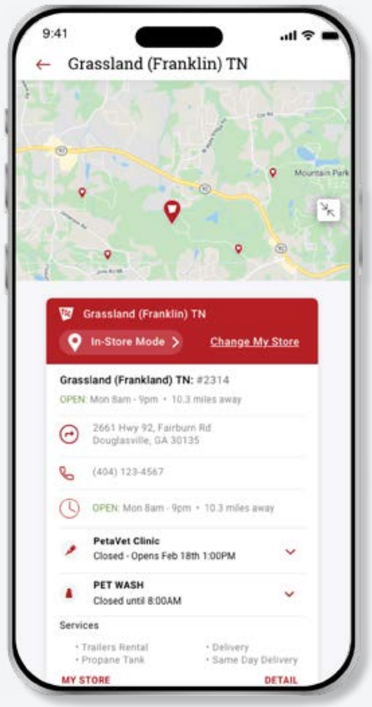
Prototypes



Home Page



Change Location

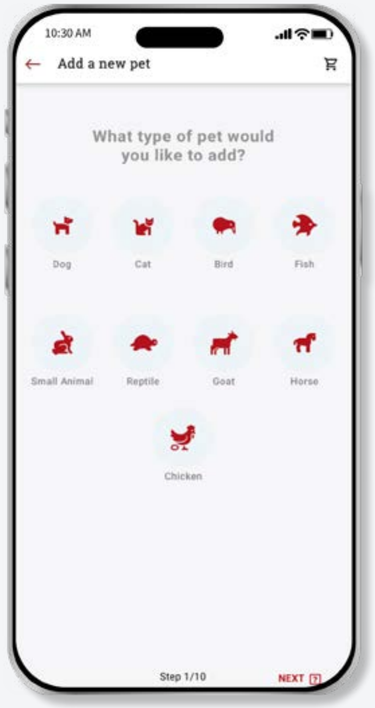


Apply Change

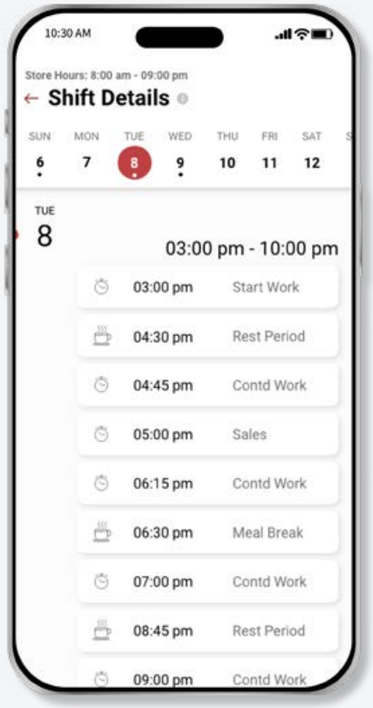
Hi-Fidelity Prototypes for Changing Defaut Location (Mobile App)

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

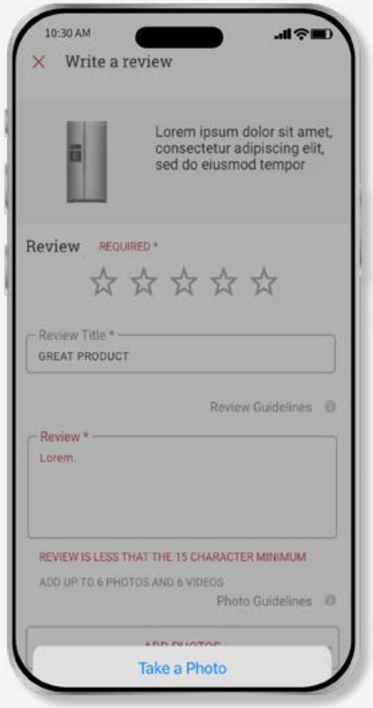
Prototypes



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.

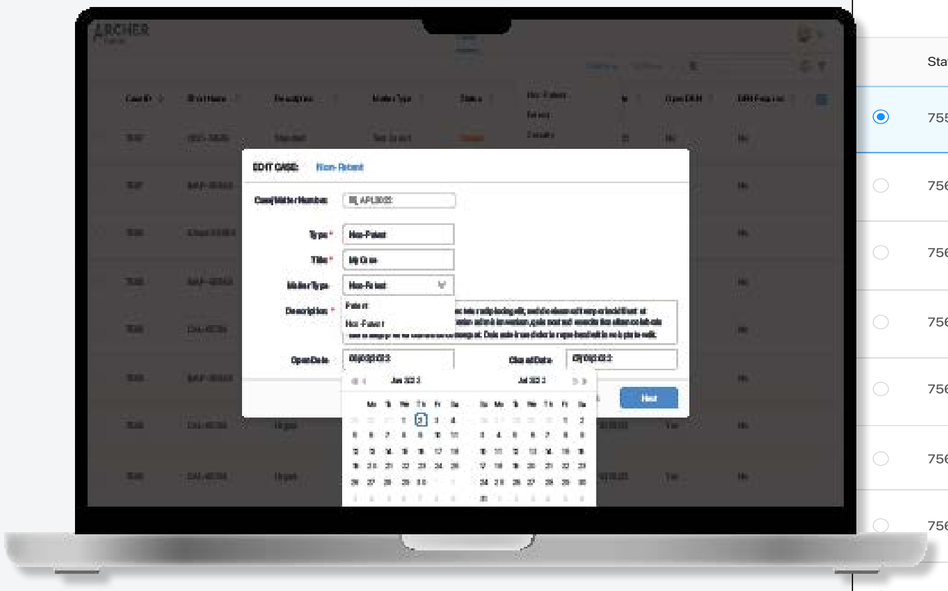
04
Prototype

After developing requirementsI wouldcreate 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.

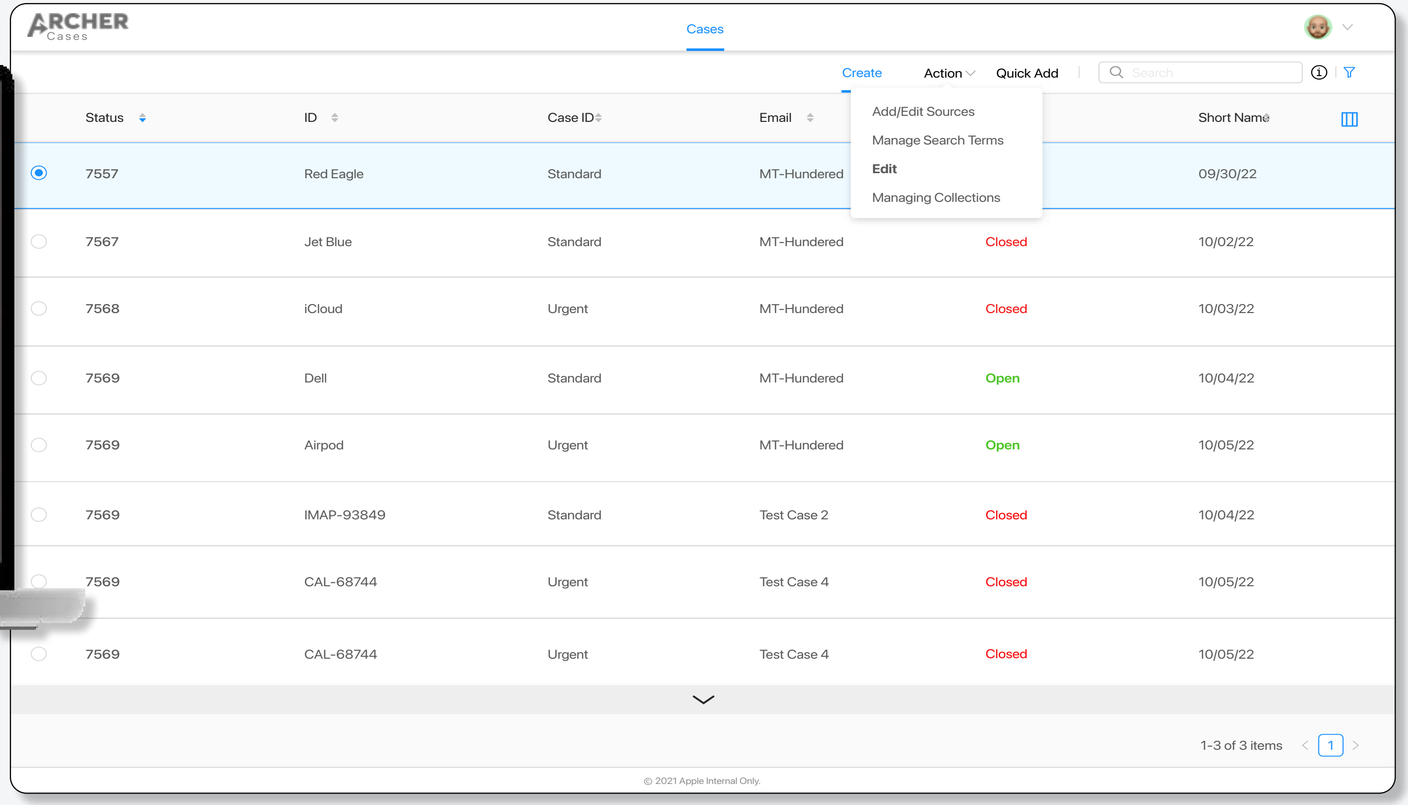
05
Test

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

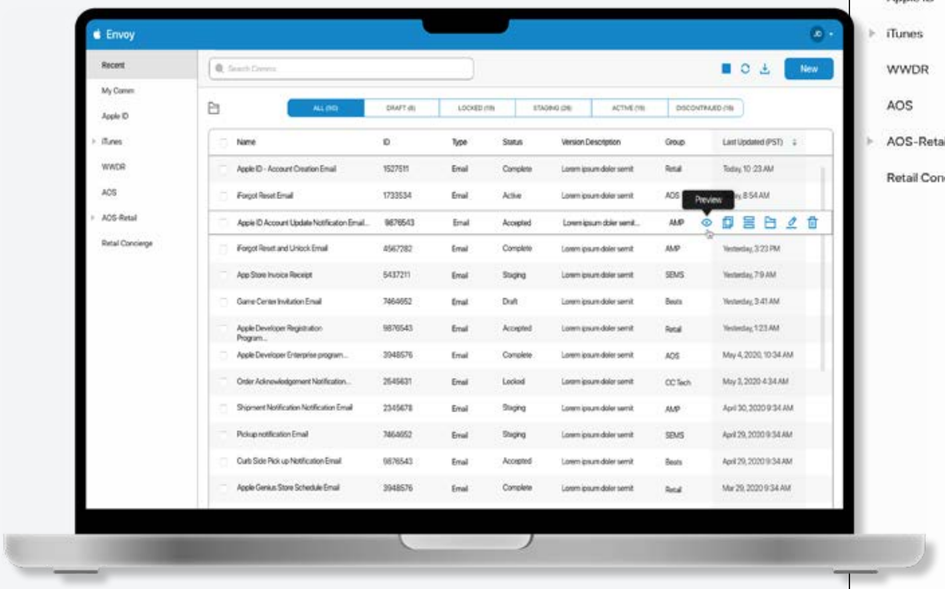


Home Screen

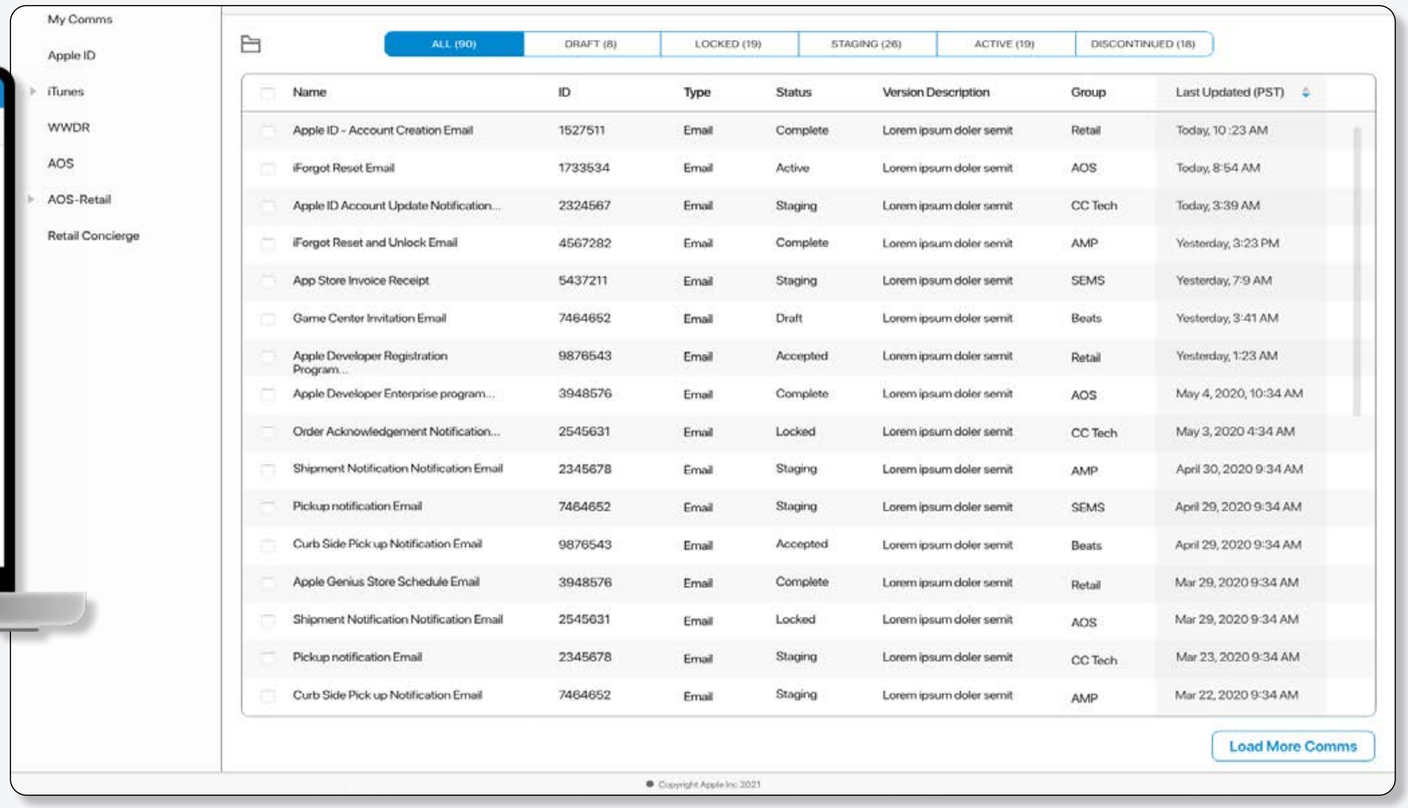
Hi-Fidelity Prototypes

The above depicts the Archer Case Management Screens

Envoy Prototypes



Preview Screen



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 redundant fields, reduced 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 abstarct 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 comferencing. I believe in the “10 why questions” approach where we drill down to the why of the product in a series of why questions.

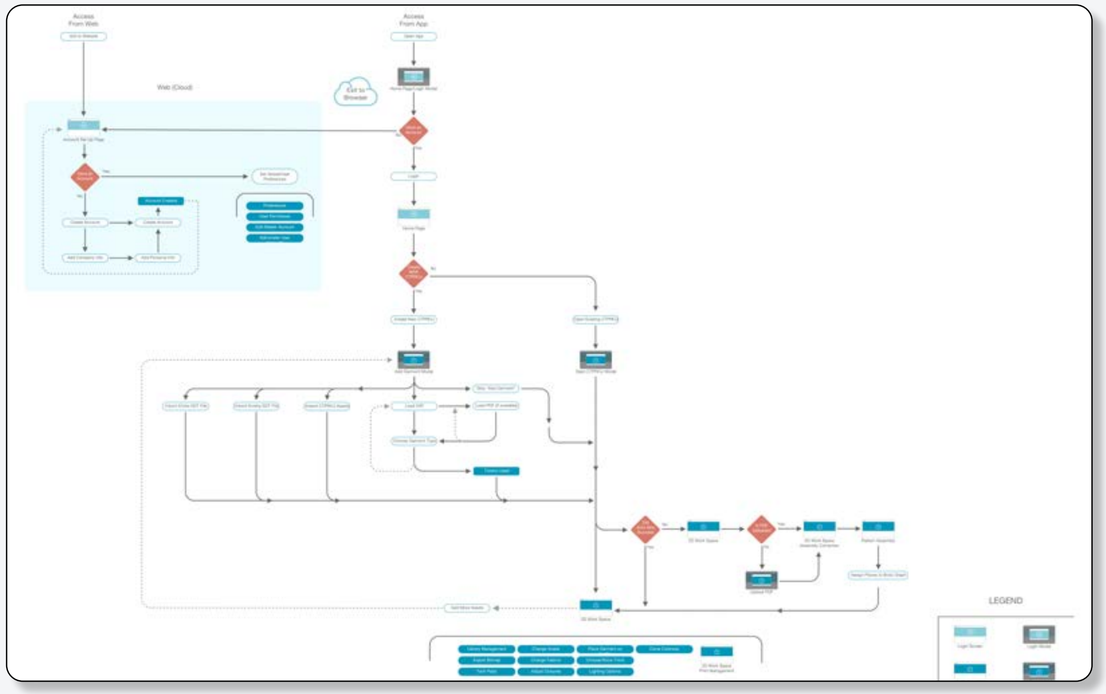
04
Prototype

After creating requirements it was time to get our hands dirty. At this point I would delop 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.

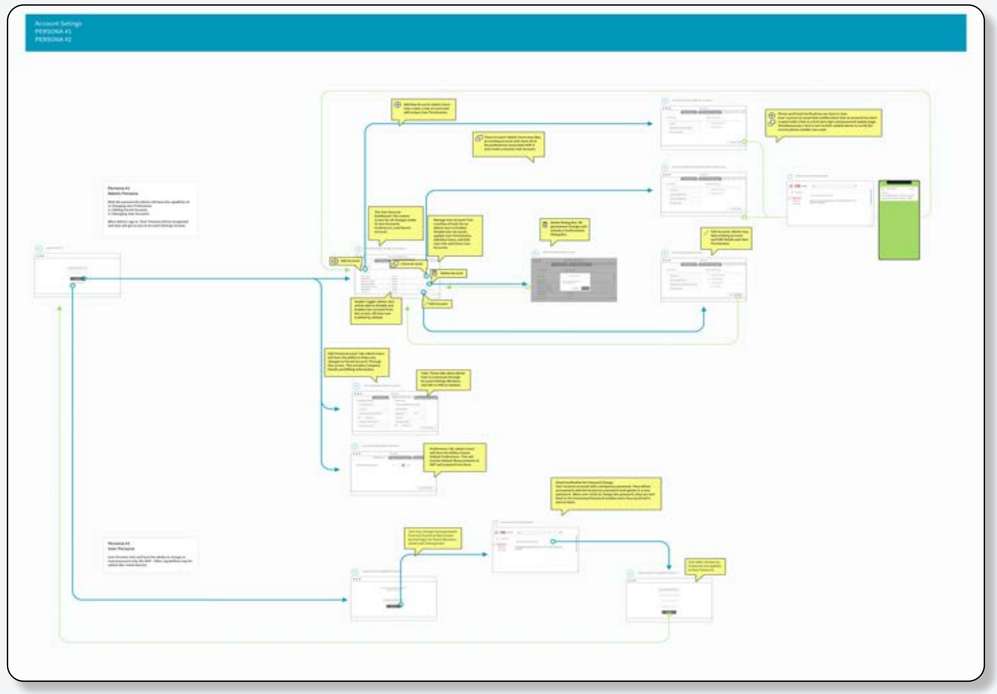
05
Test

I worked with the product managers to develop product questionaires 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

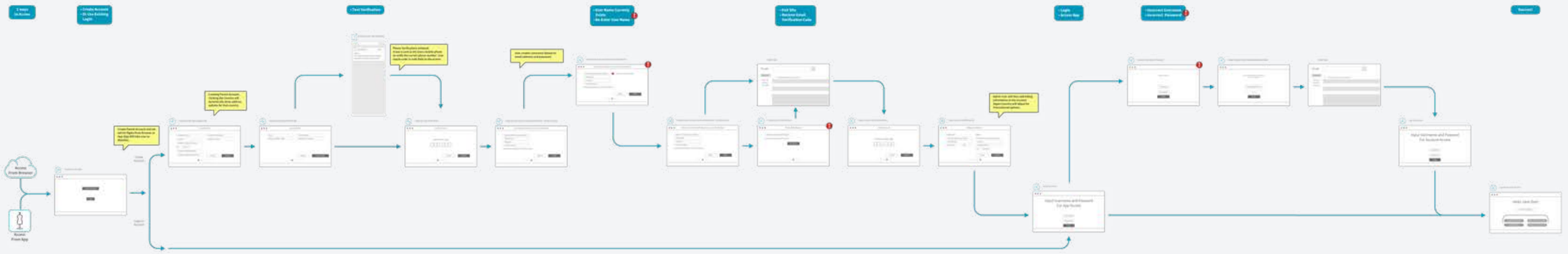


Account Setting Flow Chart

Flow Charts

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

Wirefames

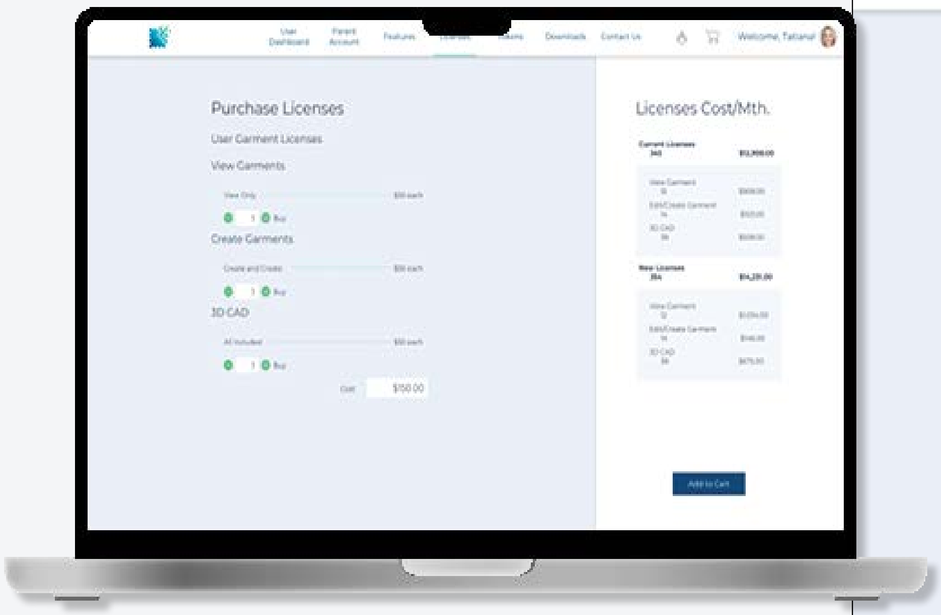


Current Industry Workflow

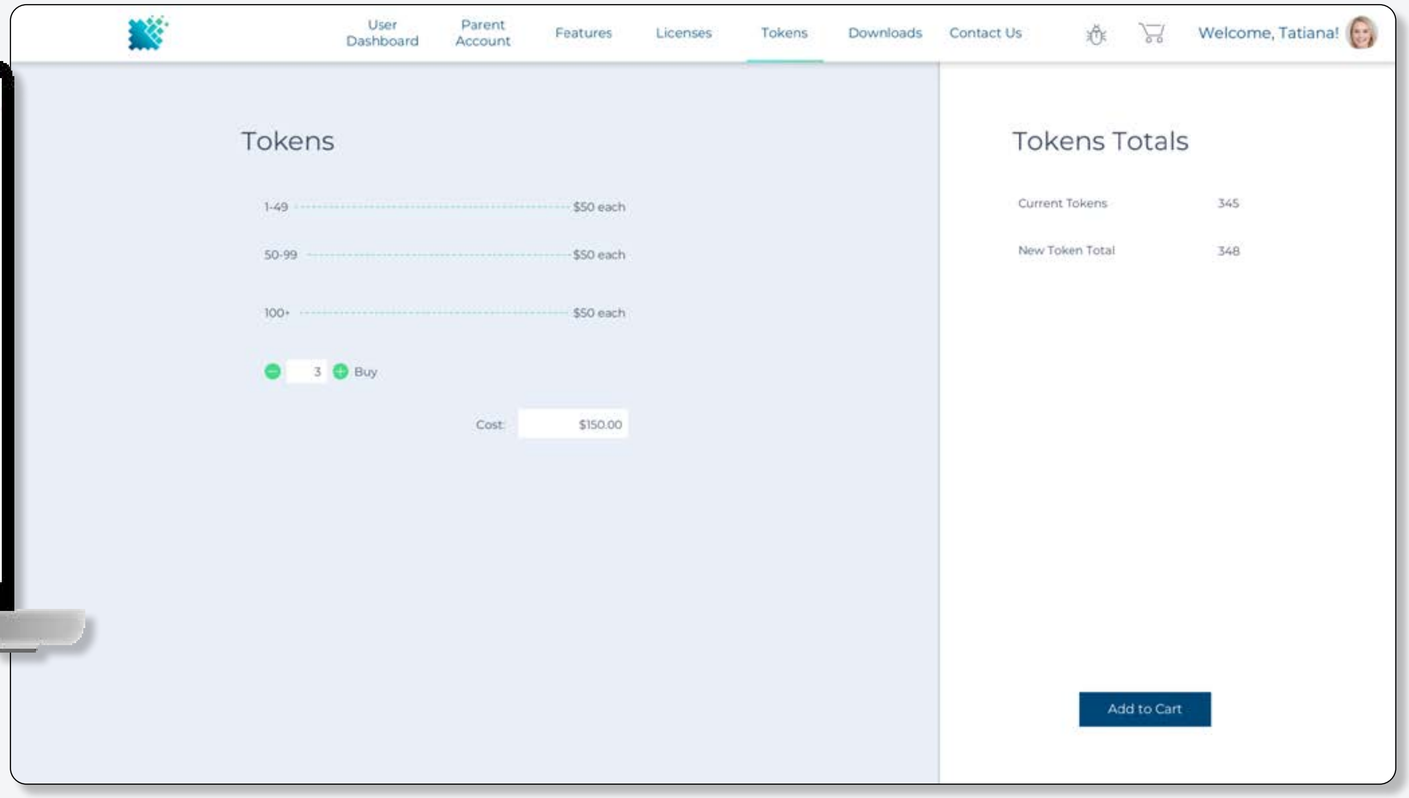
Wireframes

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

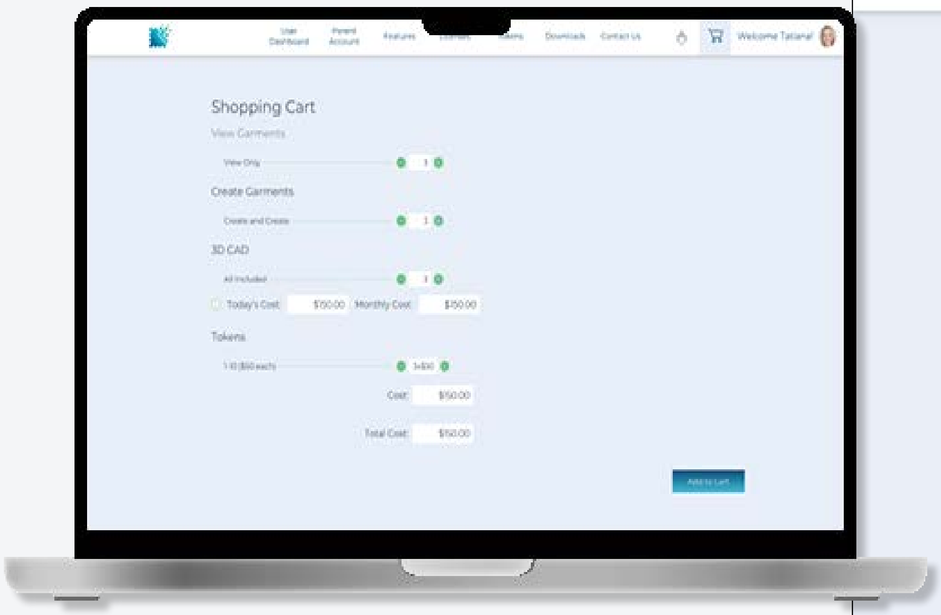


E-Commerce - Adding Tokens

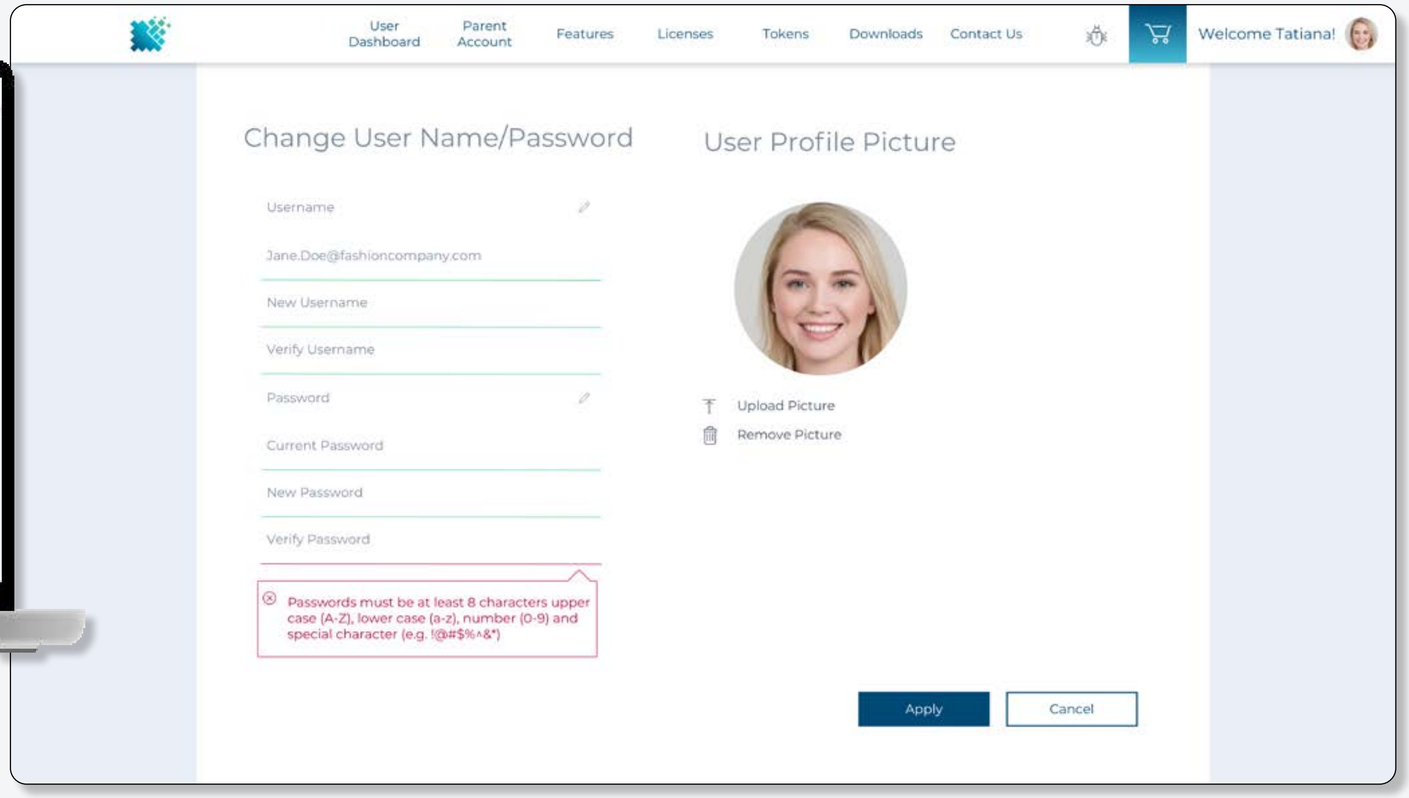
Hi-Fidelity Prototypes (User Account Creation)

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

Prototypes



E-Commerce - Shopping Cart

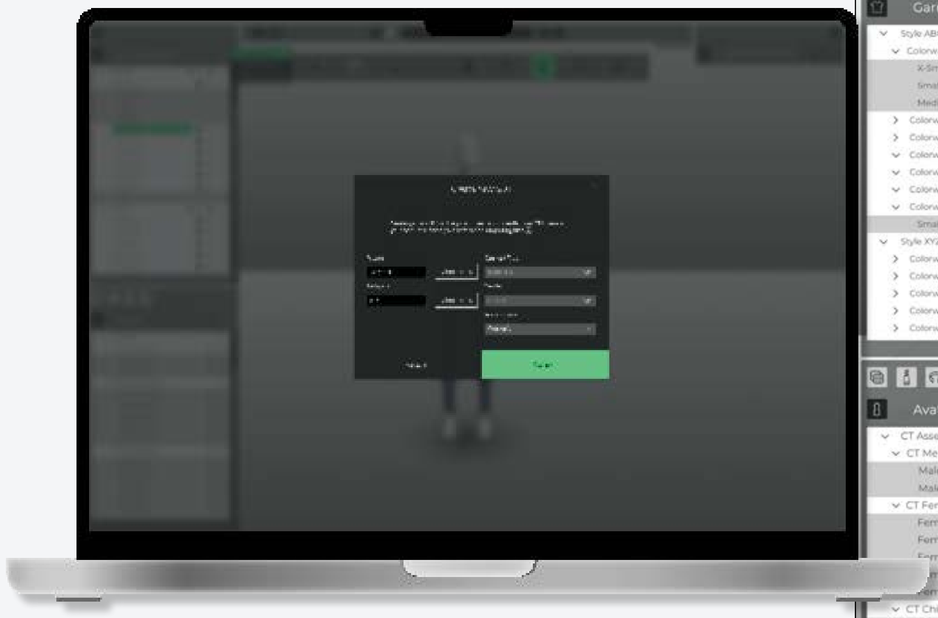


Add User Profile Photo

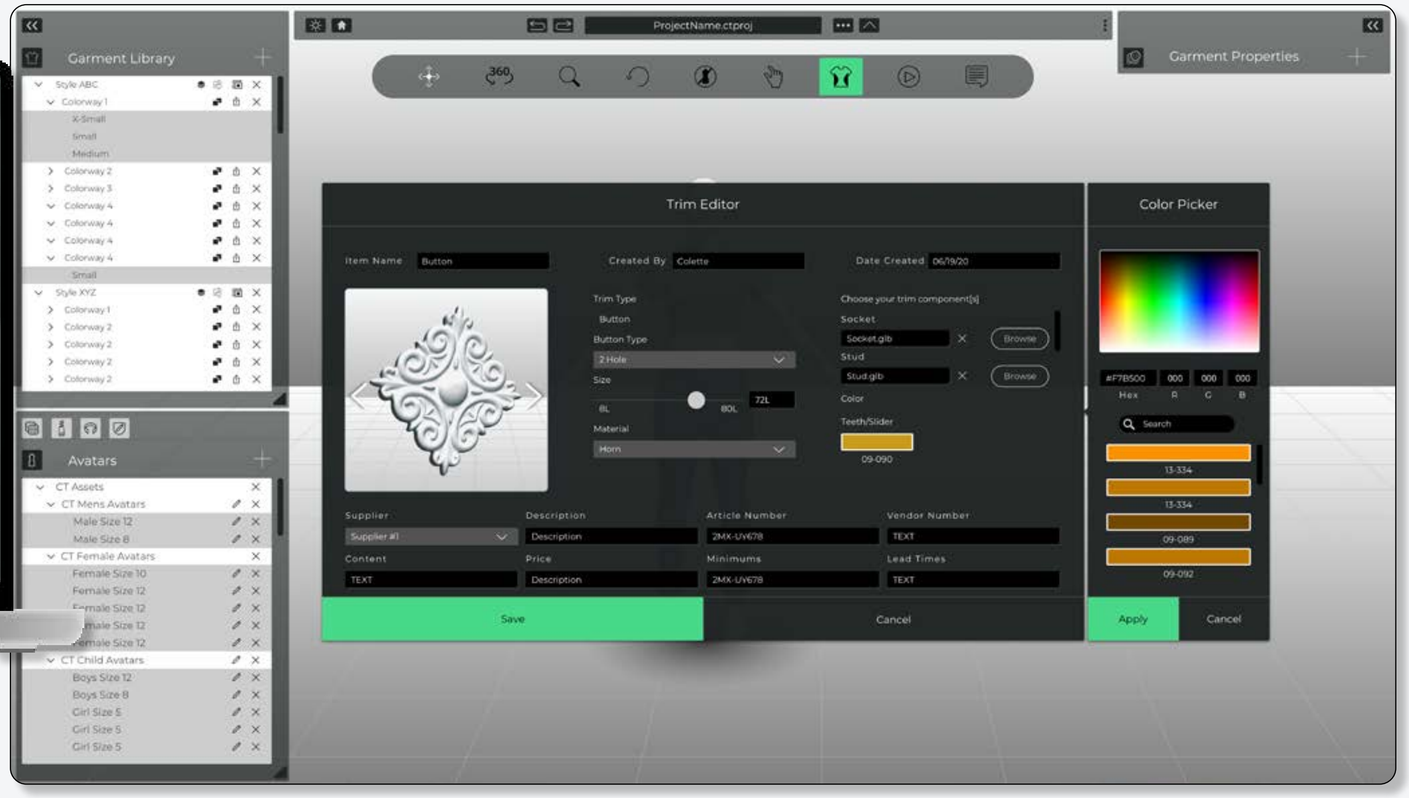
Hi-Fidelity Prototypes (User Account Creation)

The above depicts the User Account Creation pages.

Prototypes



Create New GDT



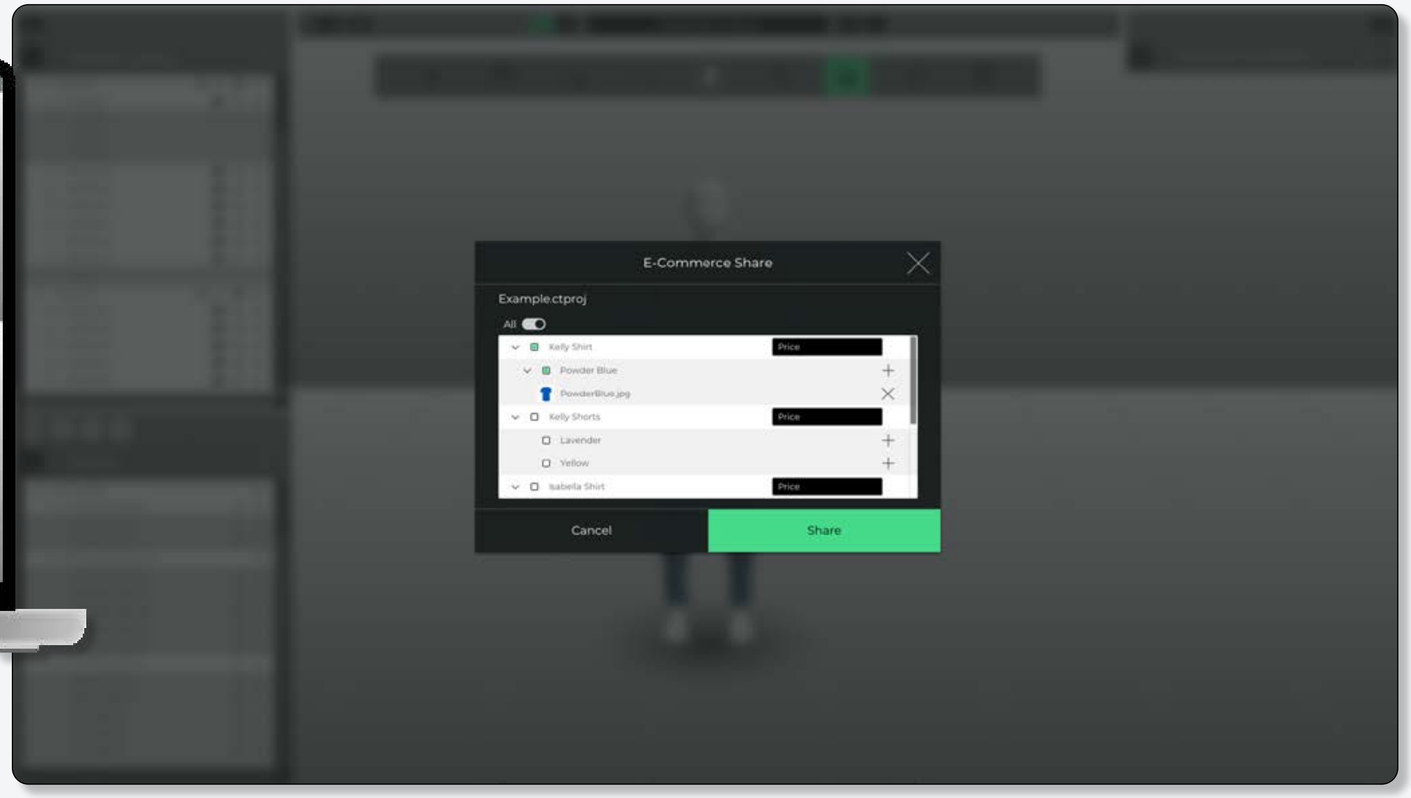
Trim Editor

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

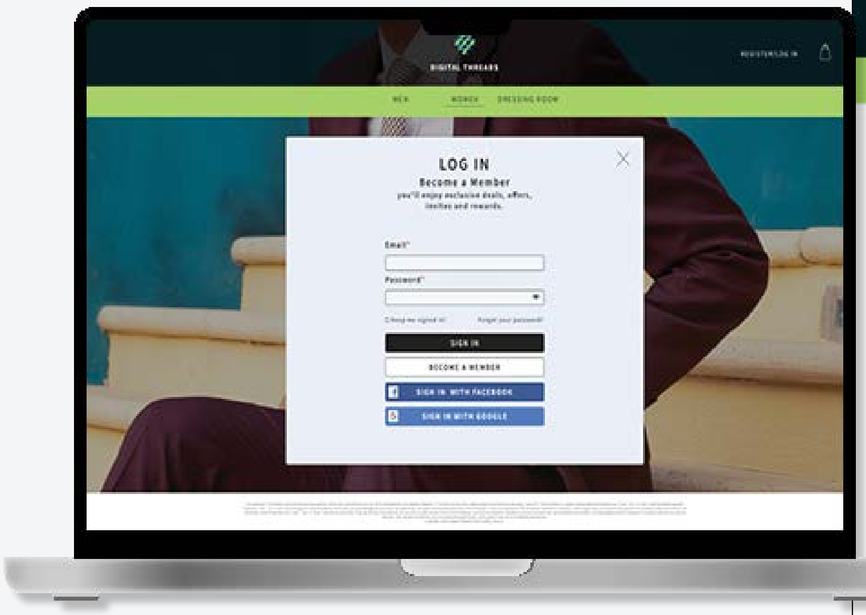


E-Commerce - Share

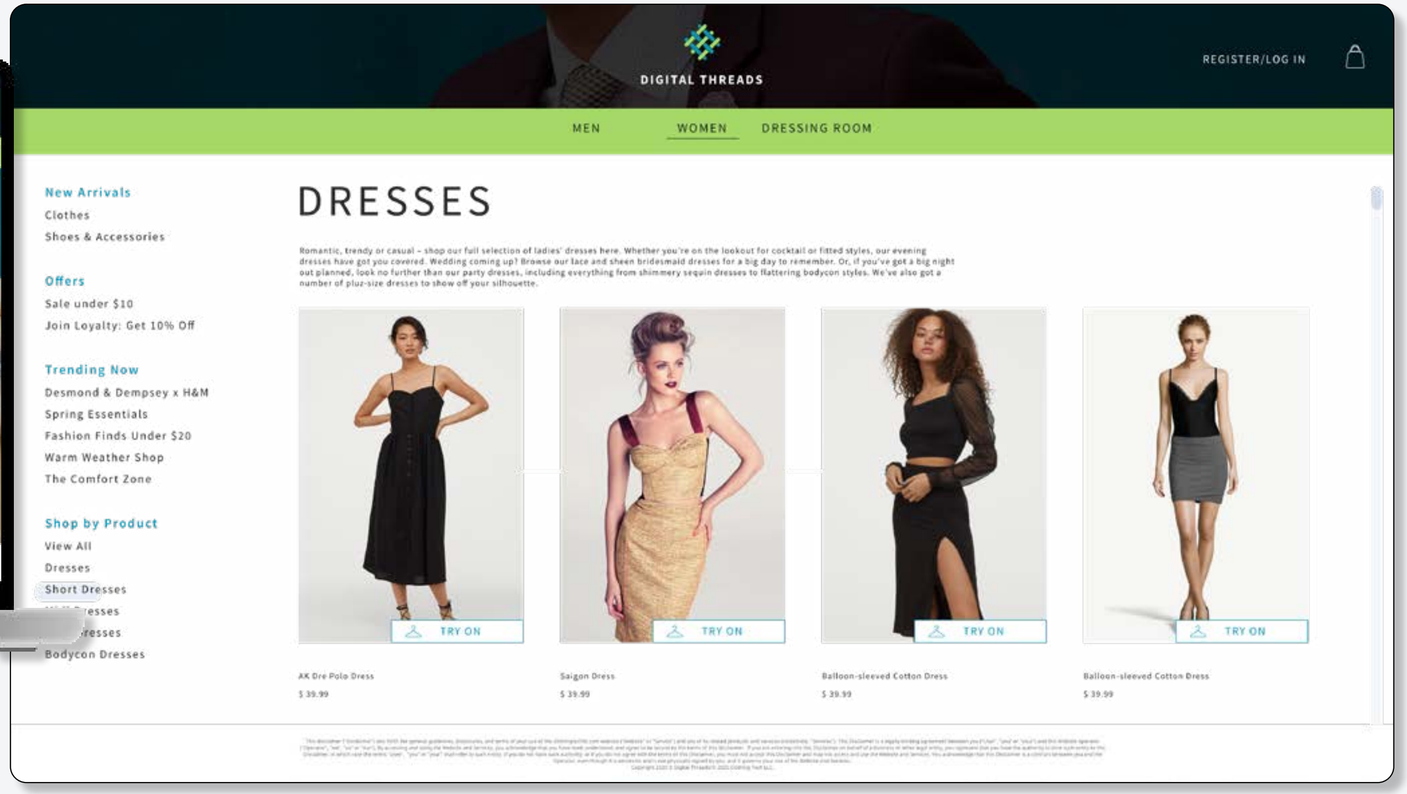
Hi-Fidelity Prototypes (GDT Application)

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

Prototypes



Site Login

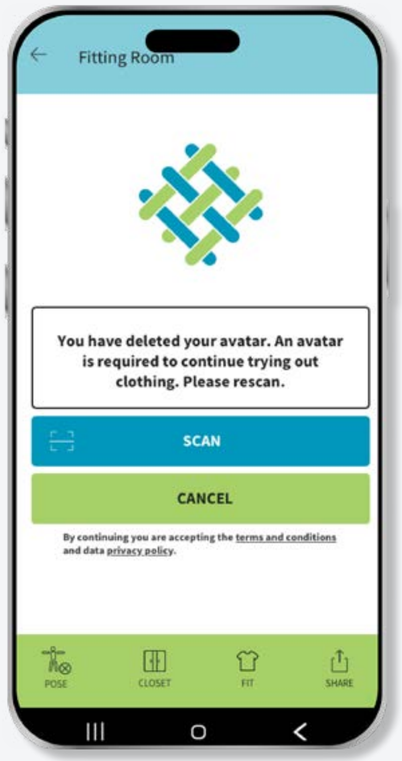


Choose Dress

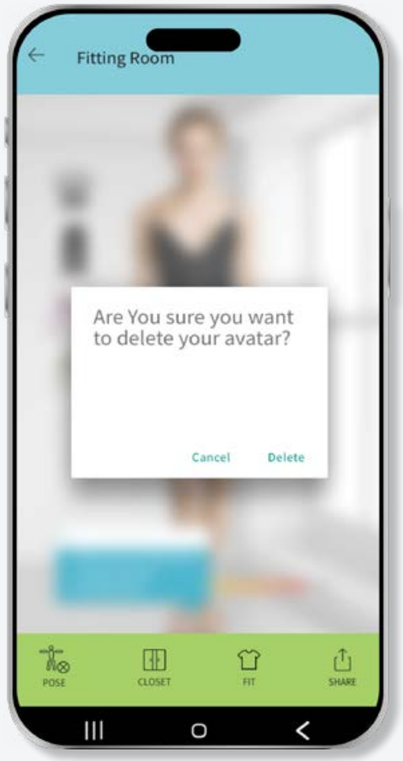
Hi-Fidelity Prototypes (Shopping Application)

The above depicts the ClothingTech e-commerce site.

Prototypes



Delete Avatar



Delete Avatar

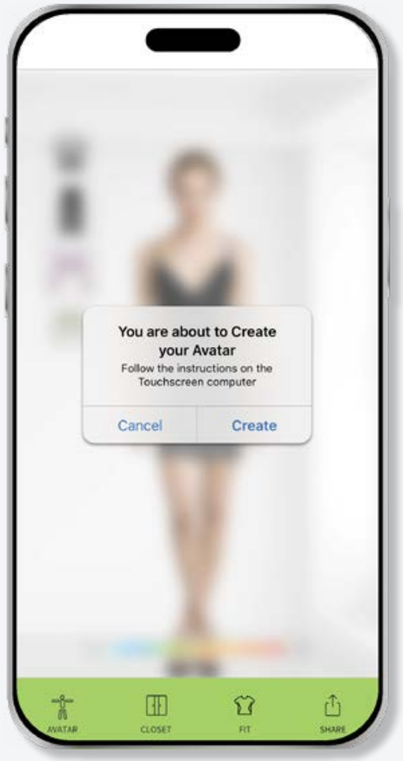
Share Outfit

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 purchace. This is a center piece of ClothingTech meant to increase retailer revenue.

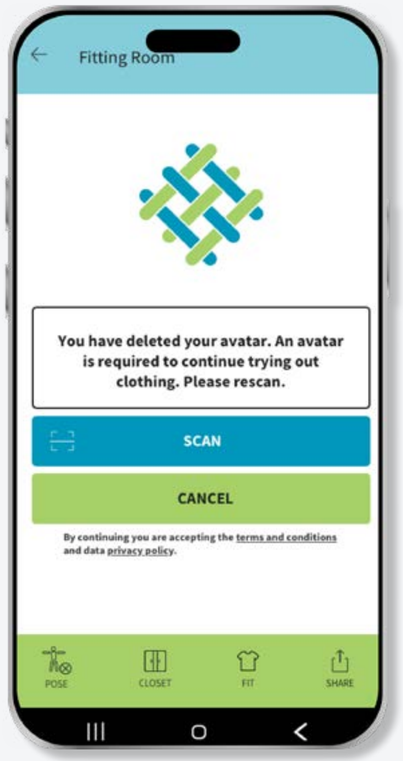
Prototypes



Create Avatar

Share Avatar

Share Avatar

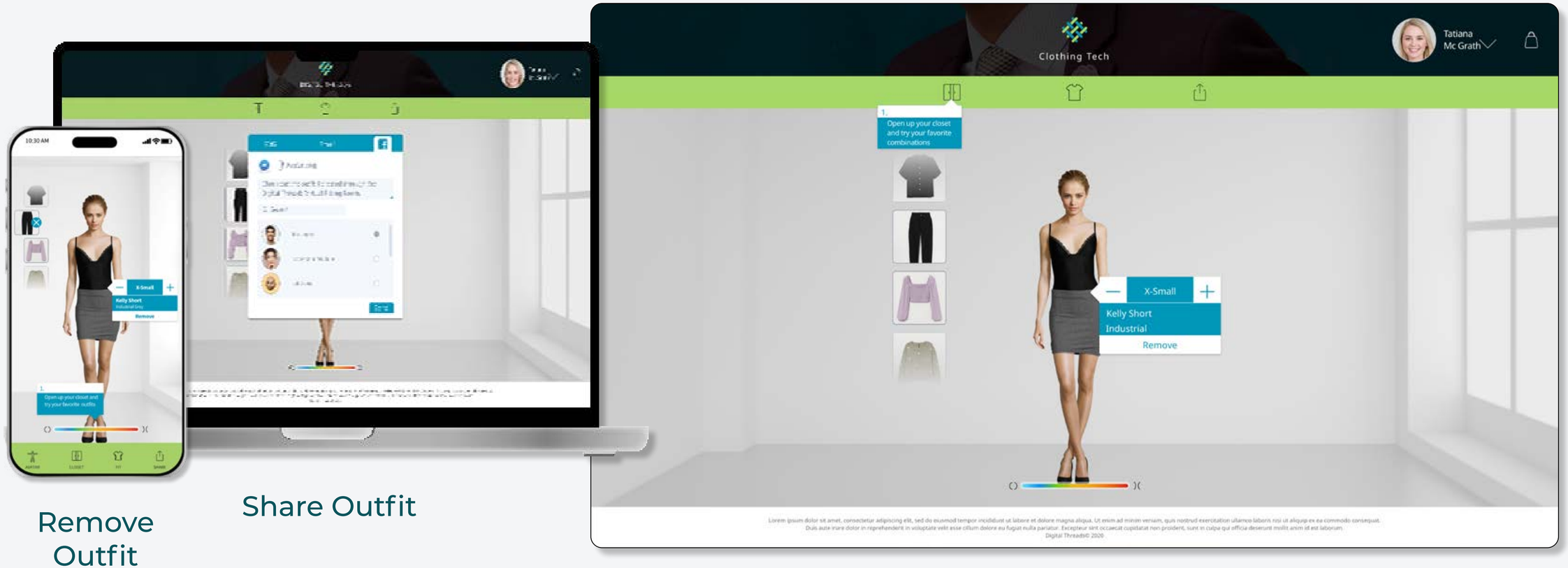


Manage

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

The above depicts the Virtual Fitting Room iOS.

Prototypes



Remove Outfit

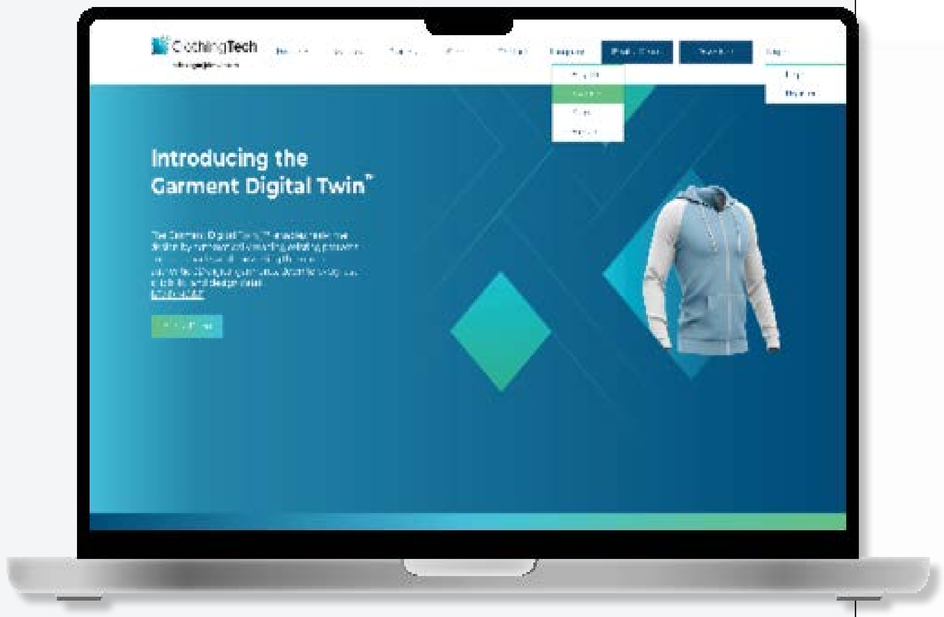
Share Outfit

Virtual Fitting Room Stage

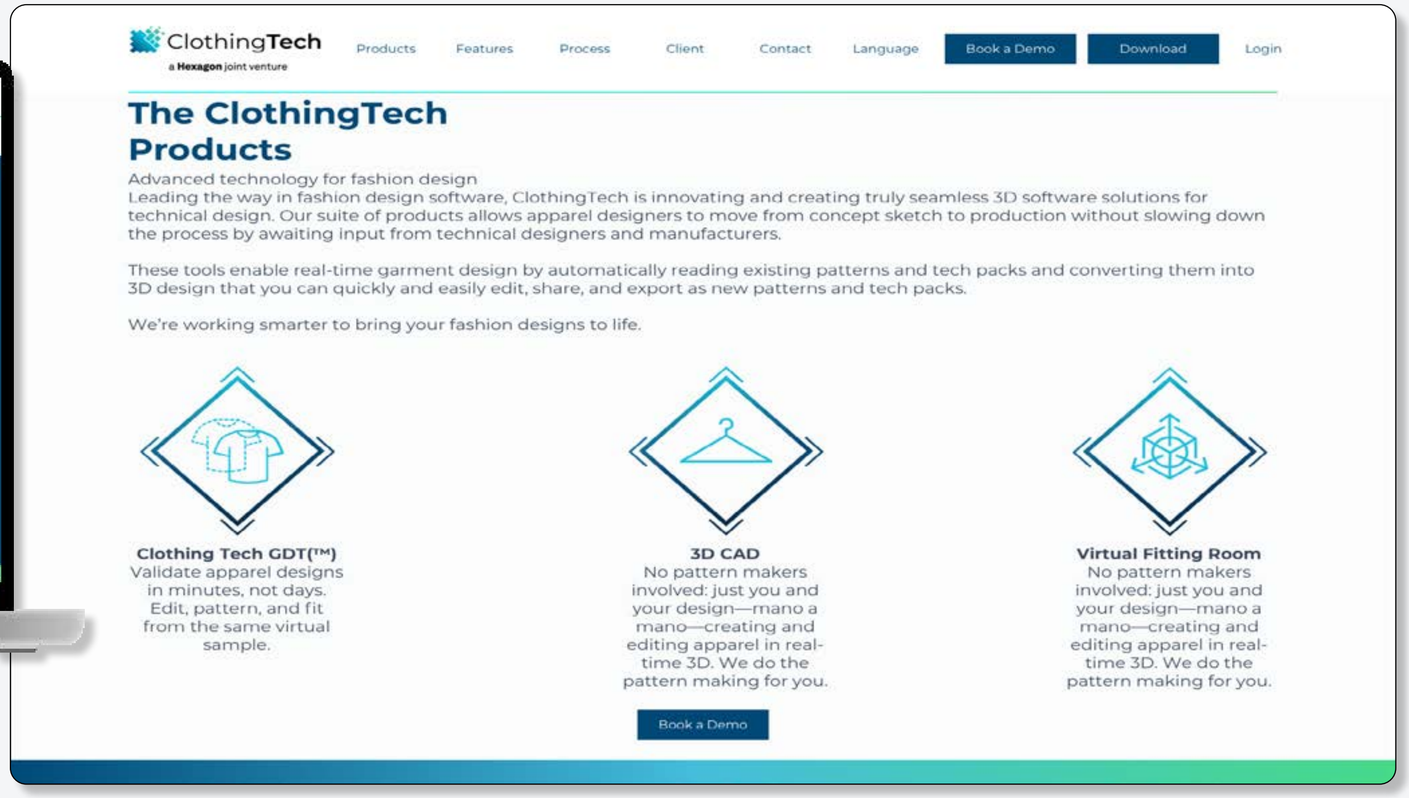
Hi-Fidelity Prototypes (Virtual Fitting Room Desktop Version)

The above depicts the Virtual Fitting Room web site.

Web Site



Landing Page



The ClothingTech Products

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 at limeted we inerviewed 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 operting 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

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 preformed by using a single application while saving time and effort.

03
Ideation

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

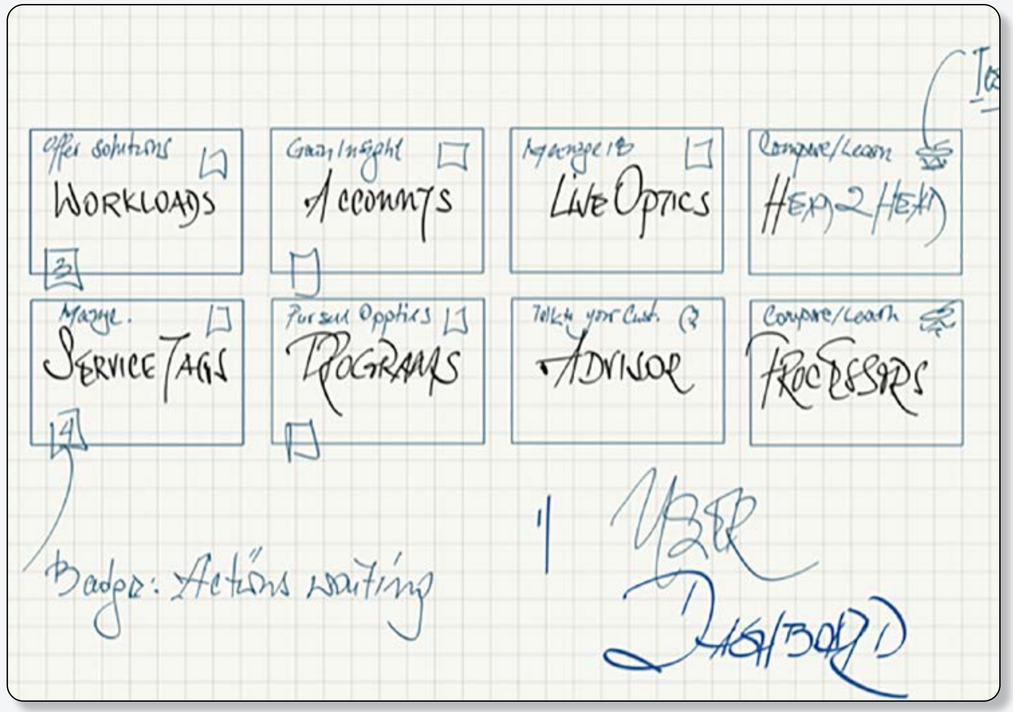
04
Prototype

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.

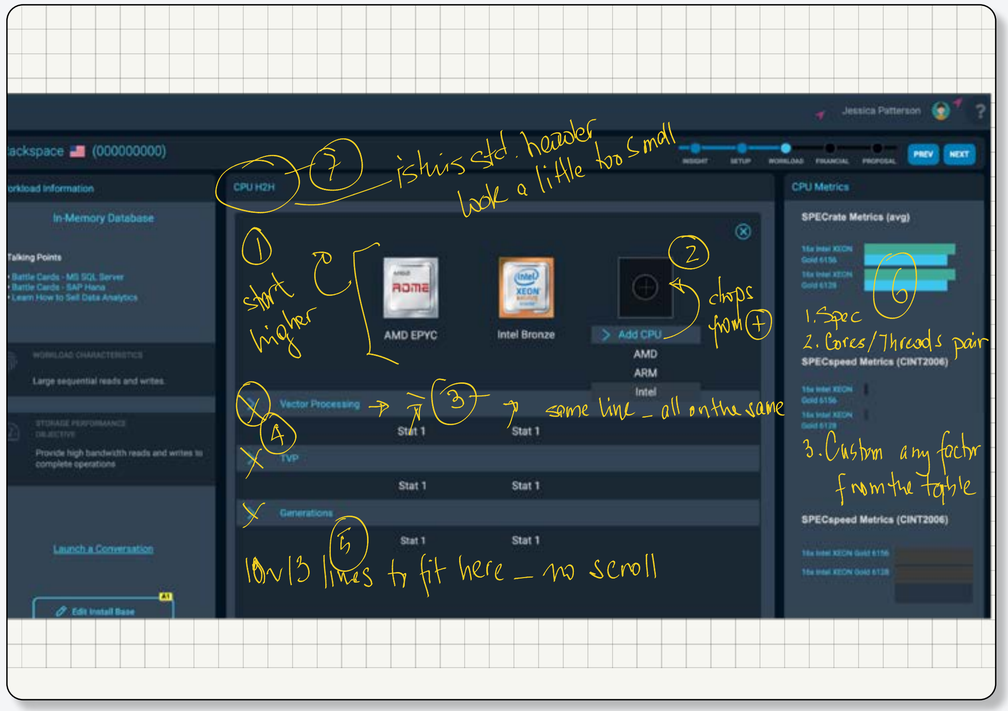
05
Test

I worked with the product managers to develop product questionaires 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)

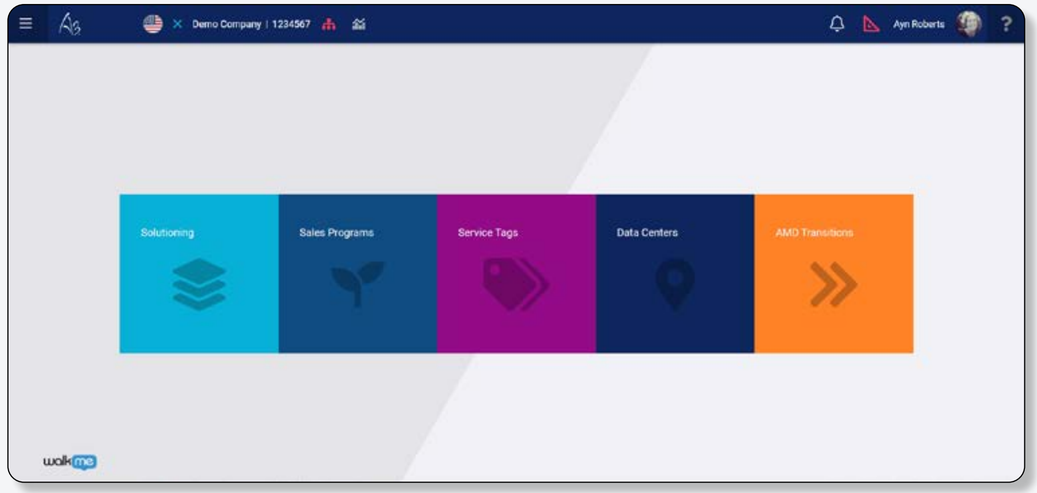


Processor Comparison Page Notes

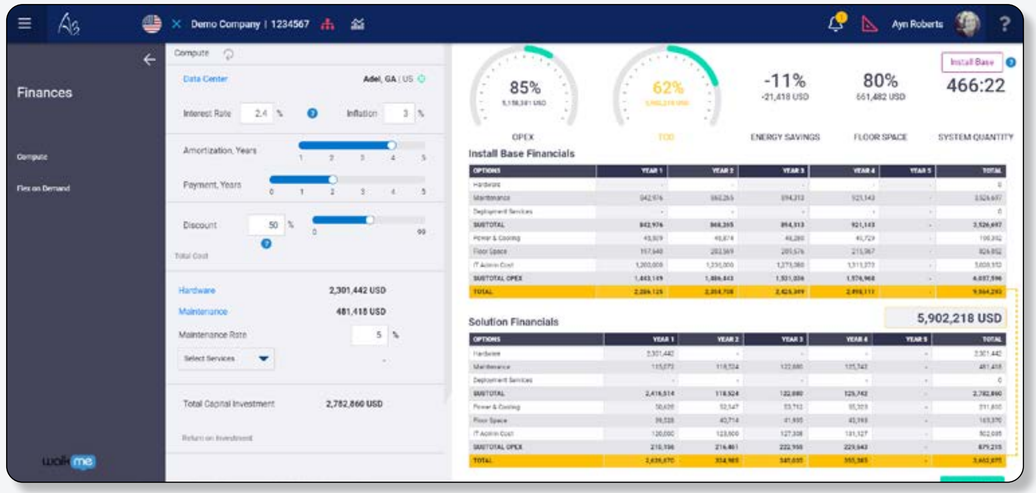
Design Sketch

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

Prototypes



Home Screen

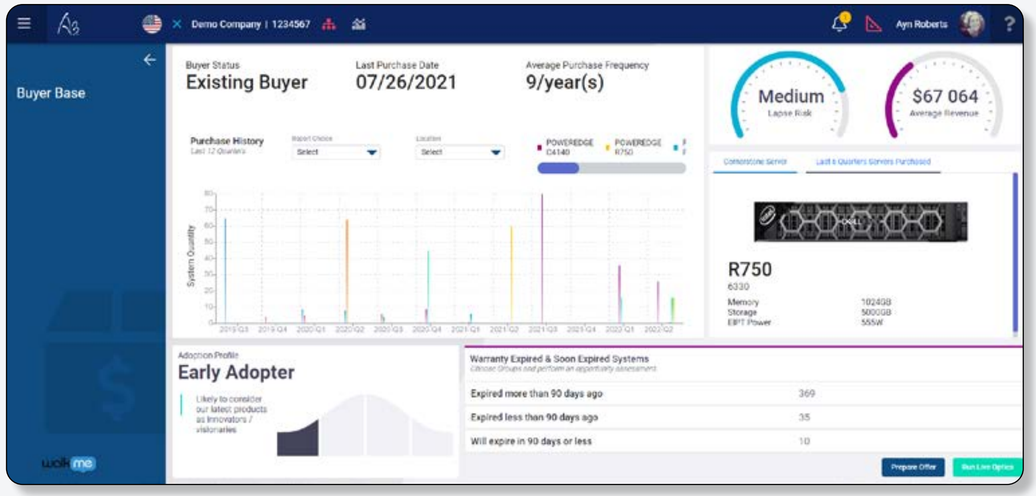


Finance Screen

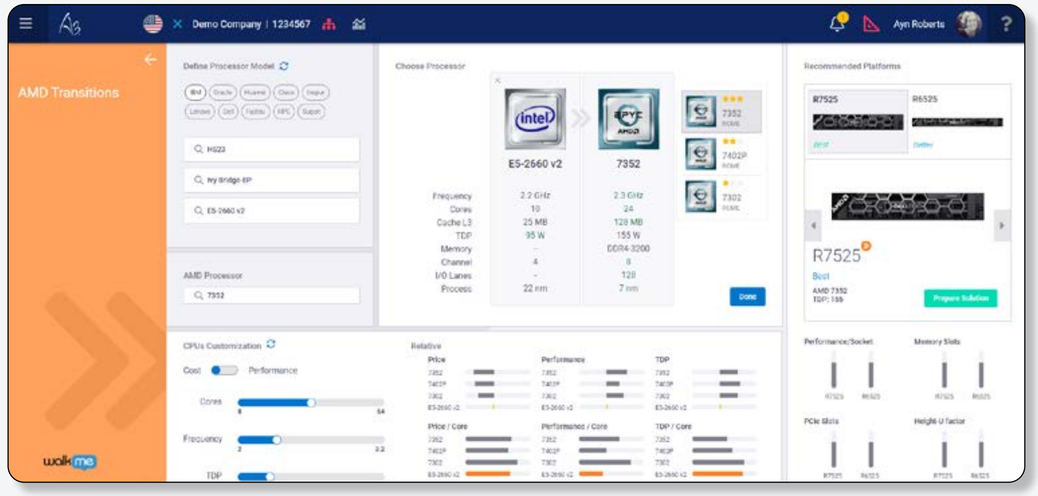
Hi-Fidelity Prototypes

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 “un-der insured” working class American. Further more other companies such as Web MD, Good Rx, and Rex Pharmacy provided proof of concept.

03
Ideation

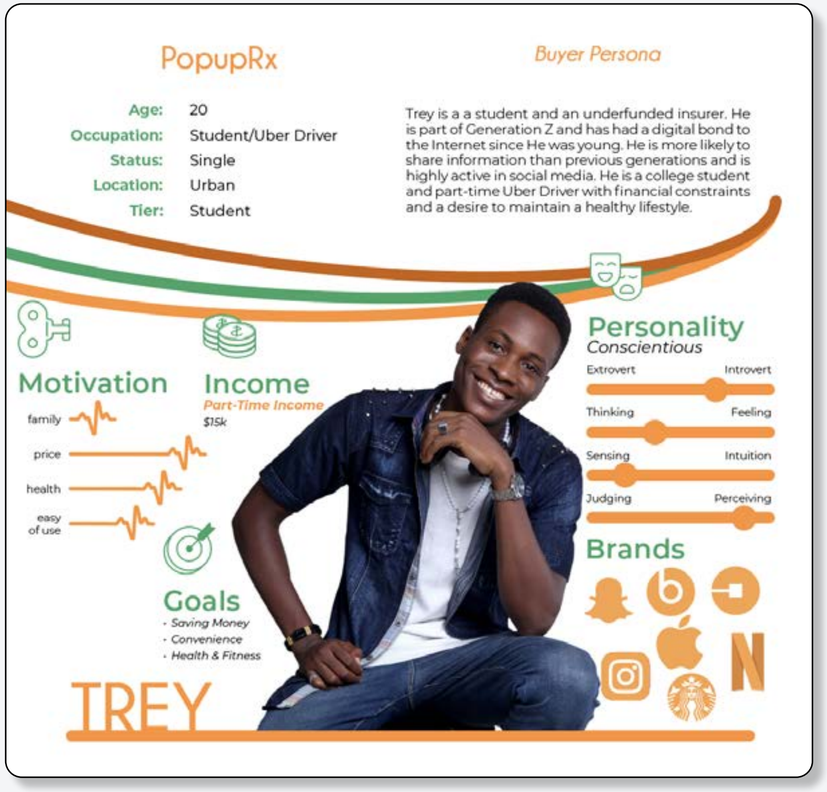
Daily brainstorming session, led to the development of red routes, flow chart development for user pathways, and wireframes.

04
Prototype

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

Personas

Persona: Home Maker

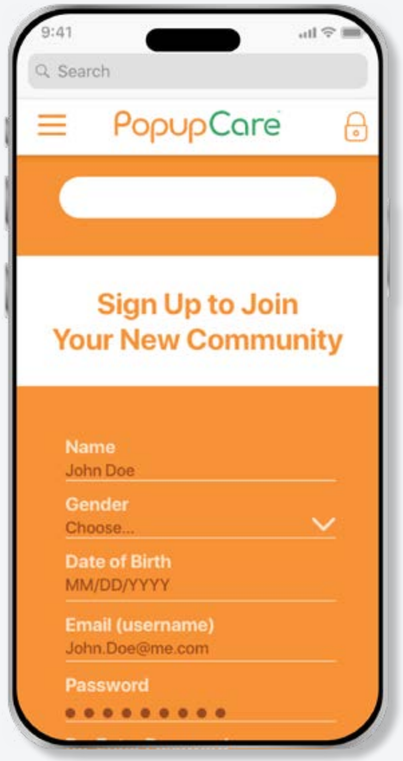


Persona: Student

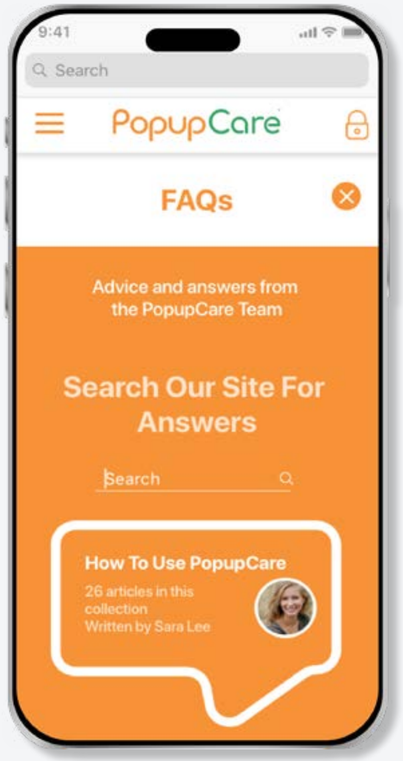
Personas

The above depicts User Personas developed for Popup Rx.

Prototypes

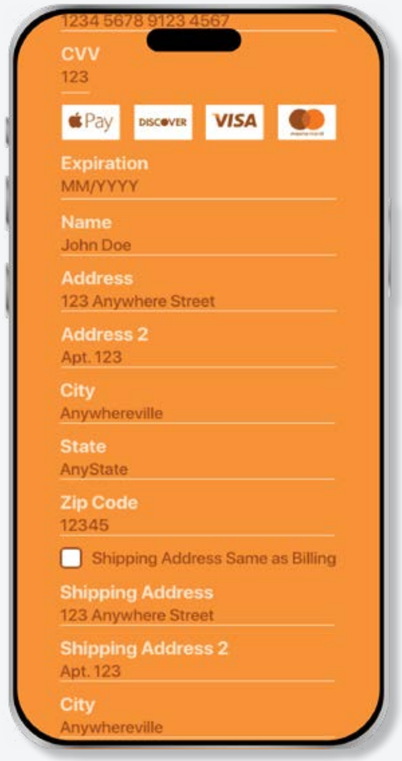


Sign Up

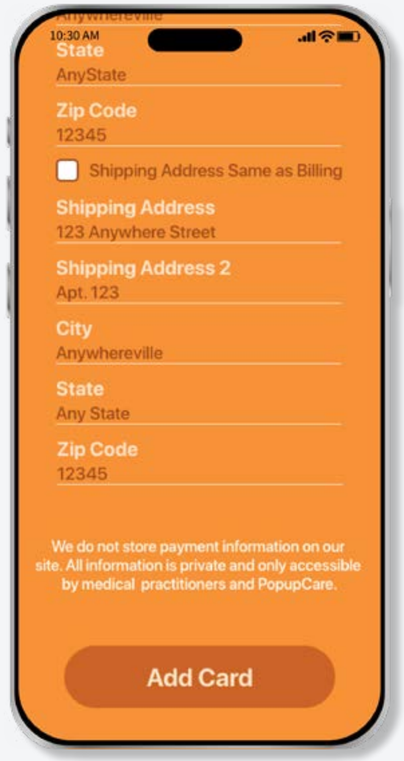


FAQs

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 acheive 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 path-ways, cutting transaction steps by 15% for secure transfers. Delivered a cohesive, user-centric solution in Angular and React environments while enforcing WCAG standards.

UNIVISION
COMMUNICATIONS INC

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

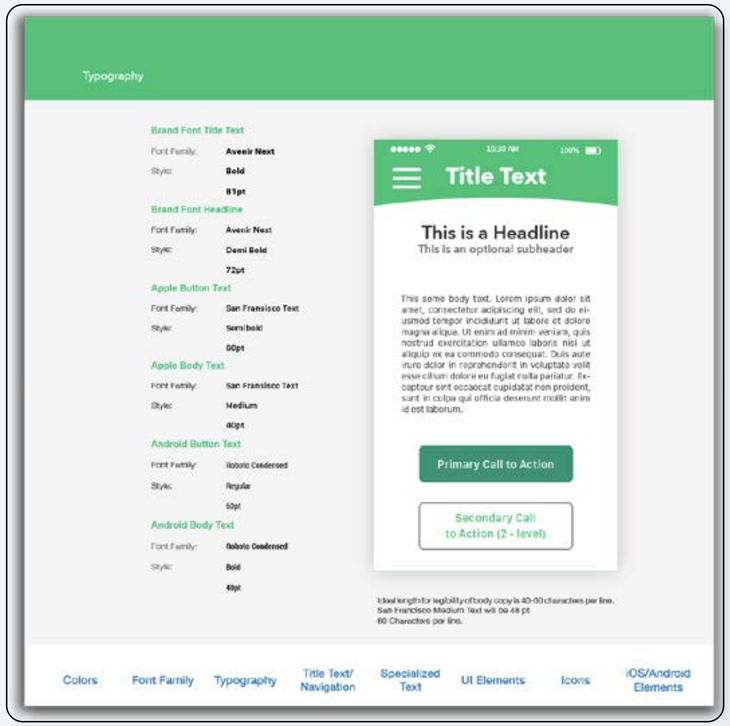
02
Define

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.

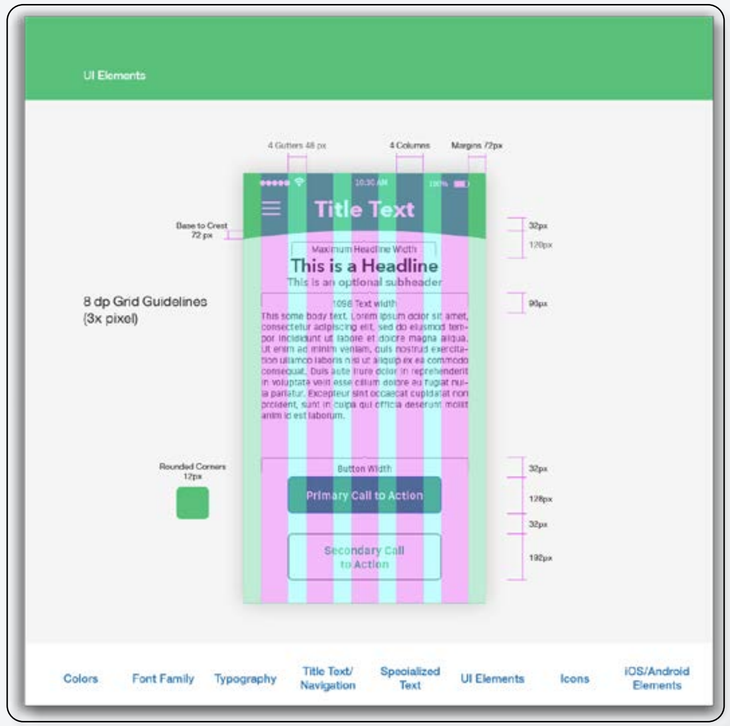
03
Prototype

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.

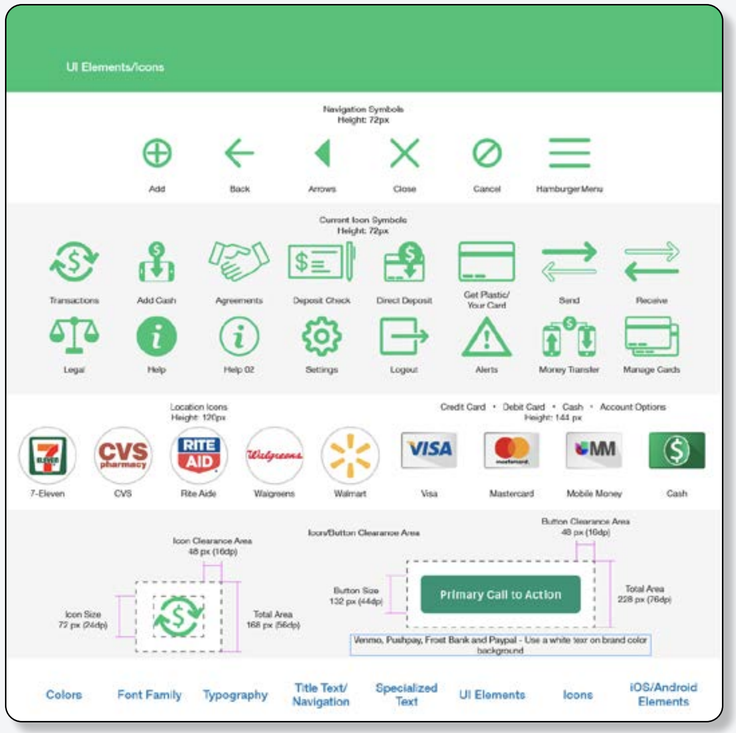
Style Guide



Typography



Grid Line Standards

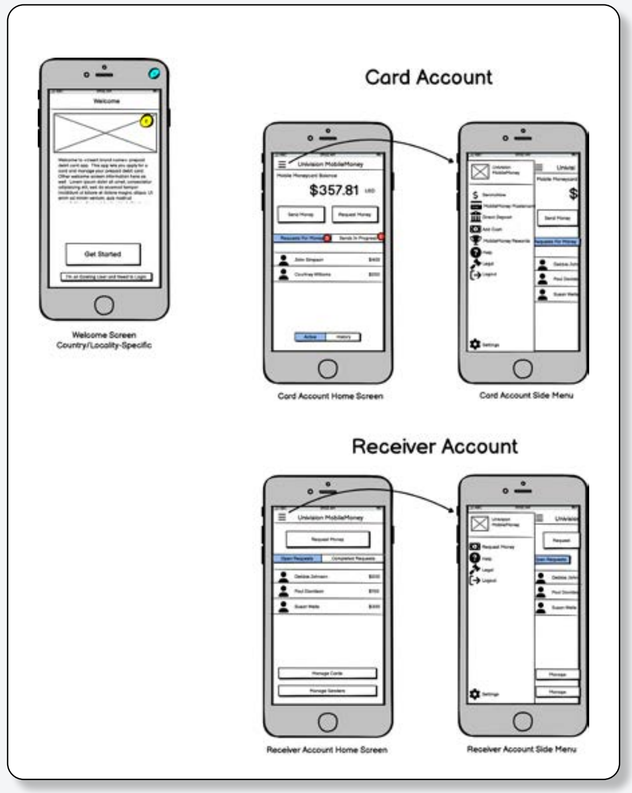


UI Elements

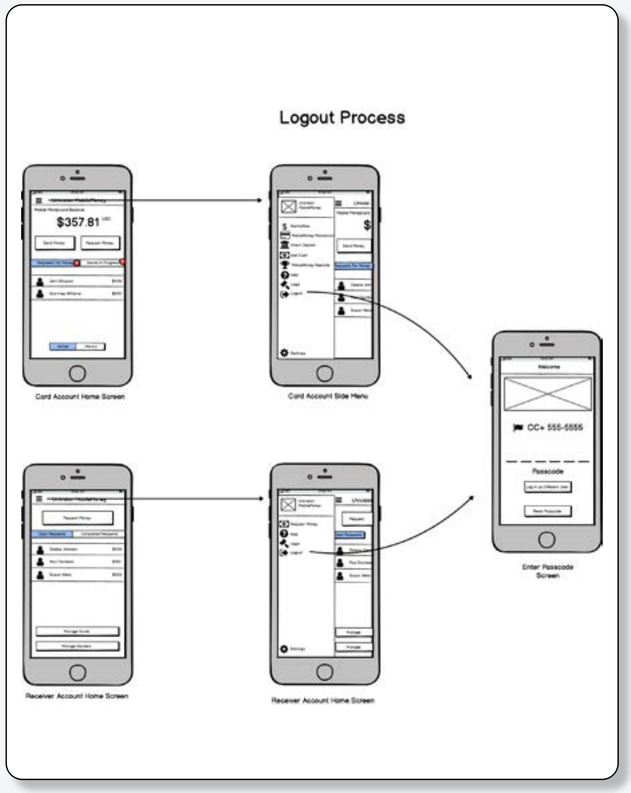
Style

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

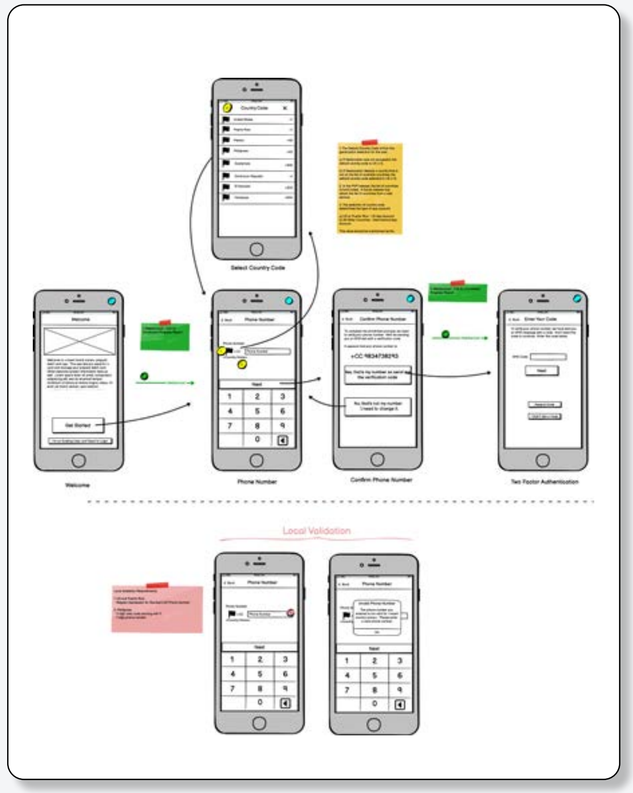
Wireframing



Wireframe Example



Wireframe Example



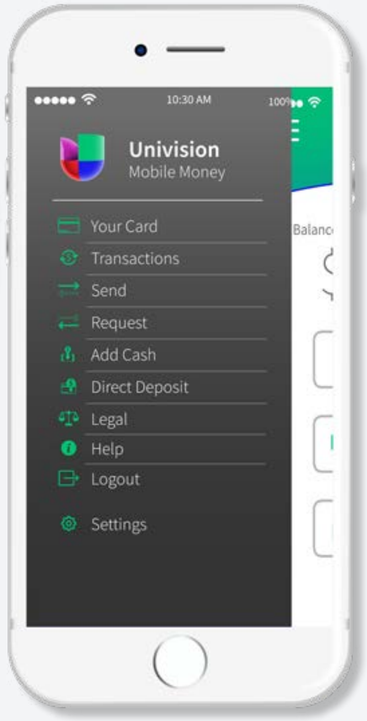
Wireframe Example

Wireframes

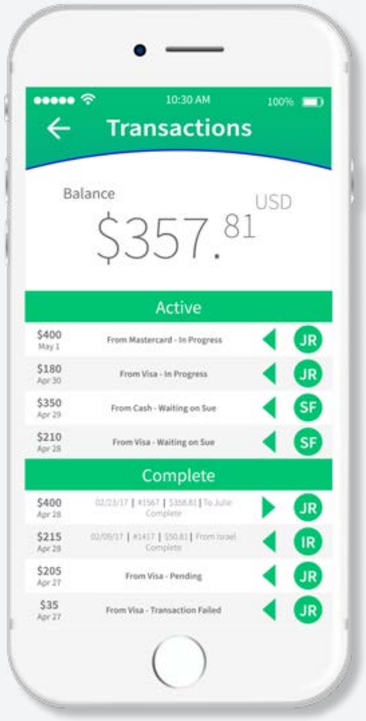
Balsamic was utilized to quickly wireframe large numbers of processes.

Prototying

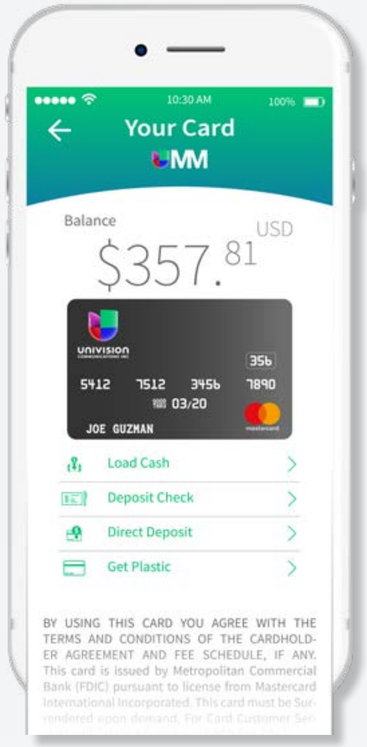
Enter Phone



Side Drawer

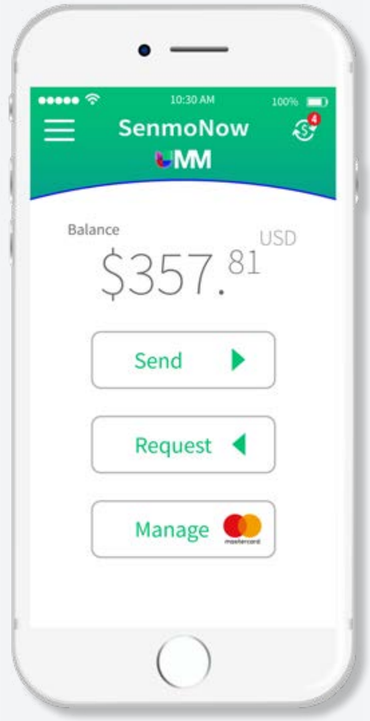


Transactions



Load Money Dashboard

Account Creation



Send Money

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

eyeQ

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

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.

04
Prototype

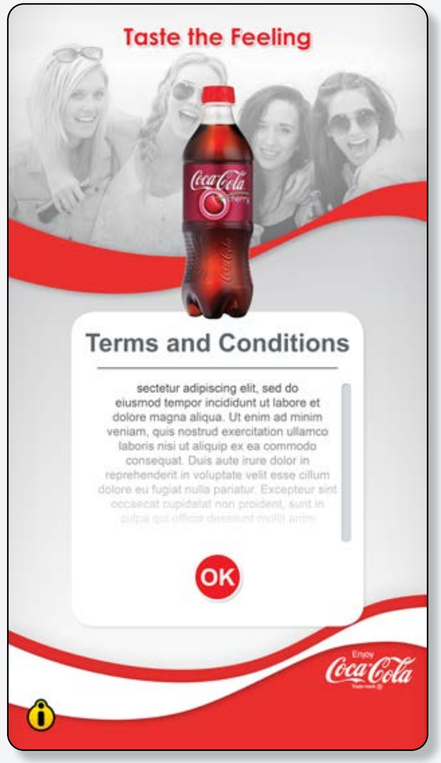
Initial development of wireframes lasted a day, then presented to the team. All prototypes (low and high fidelity) were developed using the Adobe XD and Adobe CC programs. The process focused on continuous iteration and open lines of communications between C.E.O., programmers and myself. At this point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

Prototypes

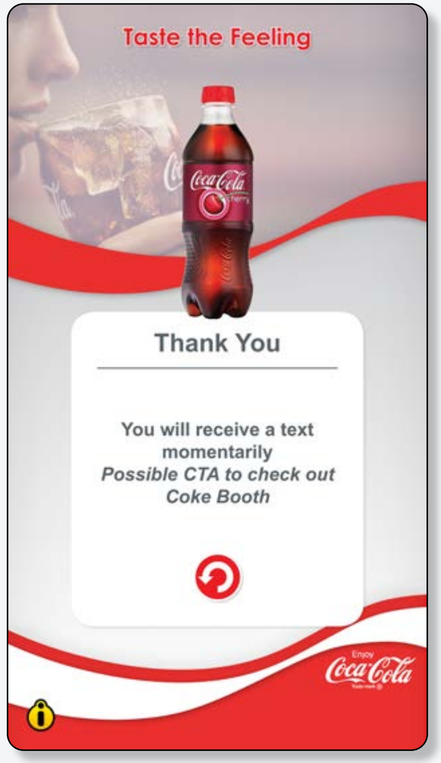
Home Screen

Product Information

Enter Phone for Offering



Terms and Conditions

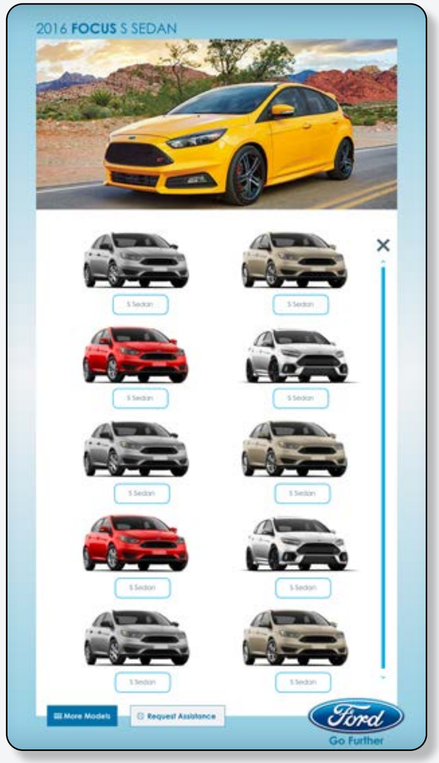


Success

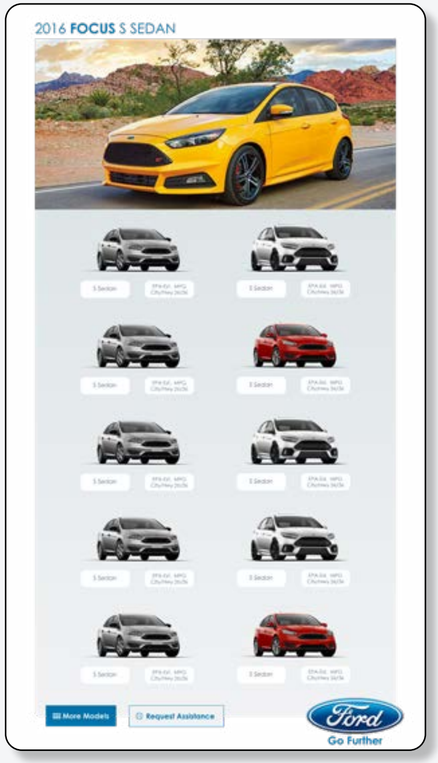
Hi-Fidelity Prototypes (Kiosk App)

The above depicts the Coca-Cola kiosk app UI.

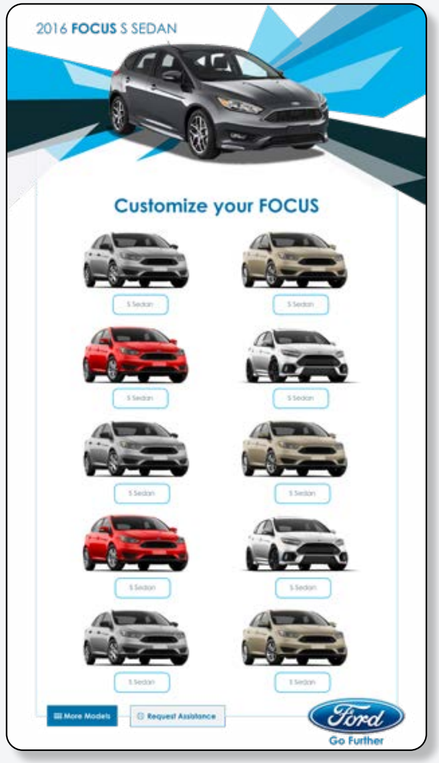
Prototypes



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 succsess.

+106%
Conversion Rate

+33%
Efficiency & Adoption:

+66%
Add to Carts

+35%
Total Orders