



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)				
						May 2022/Oct 2022 May 2010/May 2013	Apple Computers (Contract) UX/UI Legal Application Designer
Axure 7 yrs	Sketch 9 yrs	XD 8 yrs	Figma 8 yrs	AI 6 yrs	Adobe 20 yrs	- Contributed to three major projects enhancing end-to-end UX for enterprise Rover/Envoy CRM applications integrated with SAP data systems, improving performance by 40%. - Collaborated cross-functionally with stakeholders to translate business needs into accessible, customer-centered design solutions. - Updated system architecture to boost scalability and reduce load times by 30%. - Developed robust wireframes and interactive prototypes in a Redux and React environment while implementing WCAG standards, increasing accessibility compliance by 50%.	
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							
Jan 2025 Present	Fortune Academy (Freelance) UX/UI Designer						
- Led teams in designing end-to-end user-centered digital experiences using Figma, Adobe XD, and Sketch within Angular and React frameworks. - Created high-fidelity wireframes and interactive prototypes that delivered intuitive interfaces, boosting user engagement by 35%. - Aligned creative solutions with business goals to craft seamless user journeys on an online learning platform, increasing course completion rates by 28%. - Implemented UX best practices for responsive web and mobile designs, utilizing advanced HTML, CSS, and JavaScript to improve satisfaction scores by 40%.							
Nov 2024 Present	Paladine (Freelance) UX/UI Designer						
- Led cross-functional teams in designing end-to-end user-centered digital experiences using Figma, Adobe XD, and Sketch for Angular and React applications. - Created high-fidelity wireframes and interactive prototypes that delivered intuitive interfaces, increasing user engagement by 35%. - Aligned solutions with business objectives to craft seamless user journeys on an online learning platform, raising course completion rates by 28%. - Applied UX best practices for responsive web and mobile experiences, leveraging advanced HTML, CSS, and JavaScript to boost satisfaction scores by 40%.							
Jun 2023 Aug 2024	Cognite (Contract) UX/UI Information Visualization						
- Led end-to-end enterprise product design and development of an advanced information visualization application at Celanese, accelerating manufacturing decision-making by 40%. - Collaborated with Cognite and Celanese product managers and stakeholders, applying UX principles to create responsive web and mobile interfaces. - Provided technical leadership to cross-functional teams, building scalable applications that established standards for future plant implementations. - Launched a user-focused platform that boosted data-driven insights and operational efficiency by 35%, realigning requirements while developing in HTML, CSS, and JavaScript within React and Angular environments.							
Oct 2022 May 2023	TSC (Contract) UX/UI Lead E-Com Application Developer						
- Led planning and rollout of end-to-end enterprise e-commerce applications, delivering user-friendly features on schedule and increasing conversion rates by 25%. - Directed cross-functional collaboration with stakeholders to translate requirements into accessible, customer-centered design solutions. - Developed wireframes and interactive prototypes in Figma and Adobe XD, boosting user satisfaction by 30%.							
			Nov 2019 May 2022			ClothingTech (Permanent) UX/UI AI Systems Designer	
			- Designed end-to-end enterprise products in Figma and Sketch within an Angular environment, integrating advanced HTML, CSS, and JavaScript. - Built AI-driven interfaces and Digital Twin models that improved simulation accuracy by 45%, and leveraged speech recognition with machine learning to create an expert system for clothing and pattern design, reducing design time by 50%. - Collaborated with stakeholders to define 30+ requirements, aligning system updates with user needs and boosting satisfaction by 40%. - Partnered with product managers, engineers, designers, and UX researchers to deliver cohesive solutions using 3D visualization libraries. - Developed robust wireframes and interactive prototypes for development teams while establishing research and testing processes that enhanced usability scores by 35%.				
			May 2019 Nov 2019			DELL Computers (Contract) UX/UI Sales AI Application Designer	
			- Designed end-to-end UX for an enterprise CRM system (A3) using SAP data systems, centralizing operations and increasing sales/support team efficiency by 45%. - Collaborated cross-functionally with stakeholders to translate business needs into accessible, customer-centered solutions. - Created high-fidelity wireframes and interactive prototypes in an Angular environment while enforcing WCAG standards. - Built with advanced HTML, CSS, and JavaScript to enhance accessibility and user satisfaction by 40%.				
			Feb 2018 Oct 2019			AVAI/Univision (Freelance) UX/UI Ecommerce Designer	
			- Led a 7-person UX/UI team to design end-to-end banking app experiences for unbanked U.S. and Latin American users, boosting onboarding by 50%. - Partnered with Univision product managers and stakeholders to translate needs into accessible solutions, supporting validation with Jest/Enzyme testing. - Crafted high-fidelity in-app email experiences that enhanced engagement by 30% and streamlined secure transfer pathways, reducing transaction steps by 40%. - Delivered a cohesive, user-centric solution in Angular and React environments while enforcing WCAG standards, improving accessibility scores by 45%.				
			Aug 2017 Feb 2018			PopUpRx (Freelance) UX/UI Designer	
			- Designed end-to-end enterprise UI/UX products in Figma, Adobe XD, and Sketch within established design systems. - Led integration of AI, mobile, email, and e-commerce features, delivering a user-friendly platform for 10,000+ users that increased engagement by 45%. - Collaborated cross-functionally with stakeholders to translate business needs into accessible, customer-centered solutions. - Partnered with developers on HTML, CSS, and JavaScript implementation to refine designs and boost platform performance and satisfaction by 40%.				
			Sep 2016 May 2017			eyeQ (Contract) UX/UI AI Kiosk Application Designer	
			- Designed end-to-end AI-driven kiosk interfaces with speech recognition and machine learning for Coca-Cola and Ford, improving interaction efficiency by 50%. - Developed enterprise UI/UX in Figma, Adobe XD, and Sketch within Angular and React environments and design systems. - Collaborated cross-functionally to translate business needs into accessible, customer-centered solutions. - Optimized user pathways with high-fidelity wireframes and interactive prototypes in agile cycles, reducing navigation time by 40%. - Validated designs through iteration and front-end support (HTML, CSS, JavaScript), raising usability scores by 35%.				