Montreal, QC, Canada
+1 514 746 4714
iam@andresrodriguez.net

Andrés F. Rodríguez

Sr. UX/UI Creative Designer

SUMMARY

Senior UX/UI Designer with 10+ years crafting intuitive, digital products. Experienced in leading end-to-end UI/UX design, from ideation and prototyping to pixel-perfect implementation, ensuring accessibility and design consistency through evolving design systems. Passionate about translating complex requirements into usable, visually engaging interfaces that empower users and drive measurable impact.

SKILLS

USER INTERFACE DESIGN • ART DIRECTION • USABILITY • VISUAL DESIGN PRINCIPLES • DESIGN SYSTEMS • AI • COMPONENT LIBRARIES • AGILE • TEAM LEADERSHIP • ACCESSIBILITY WCAG • ATOMIC DESIGN • ATTENTION TO DETAIL • SYSTEMATIC THINKING

SOFTWARE EXPERTISE

FIGMA • FIGJAM • TOKEN STUDIO • FIGMA MCP • ADOBE PHOTOSHOP • AFTER EFFECTS • AZURE DEV OPS • CONFLUENCE • EXCEL • POWER POINT • GOOGLE ANALYTICS • CURSOR • VISUAL STUDIO • CHAT GPT • GEMINI • NOTEBOOK LM • GIT-HUB • HTML/CSS

LANGUAGES

SPANISH (NATIVE) • ENGLISH (ADVANCED) • FRENCH (BASIC)

LICENCES & CERTIFICATIONS

ACCESSIBILITY ADVOCATE • IBM AGILE EXPLORER • ENTERPRISE DESIGN THINKING • CONDUCT UX RESEARCH • SAFE • USER INTERFACE DESIGN SPECIALIZATION • GOOGLE ANALYTICS • FIGMA MCP & CURSOR

EXPERIENCE

CN Railway(customer innovation), Montreal — *UI/UX Specialist*

Nov 2022 - Oct 2025

- Led the Shipment Tracking product from early ideation through pixel-perfect handoff, ensuring business goals and user needs were met with a cohesive visual language and intuitive interactions across desktop and mobile, resulting in stronger customer adoption and greater empathy toward innovative digital products.

- Supported multiple product teams with short delivery cycles by providing targeted UI/UX deliverables—research, prototyping, workshops, and design-system guidance—helping them solve critical experience issues while promoting scalability, collaboration, and consistency.
- Worked closely with developers and PMs to translate complex logistics workflows into streamlined, user-friendly interfaces adaptable to different platforms.
- Strengthened design-system maturity through clear documentation, scalable components, and consistent application of CN's brand and accessibility standards.
- Mentored and guided junior designers, fostering a collaborative and exploratory environment focused on aligning user value with business outcomes.

IBM IX(customer transformation), Montreal — *Product Designer*

May 2021 – Oct 2022

- Drove UI/UX design initiatives across transportation, finance, government, and entertainment sectors, combining research, usability testing, and creative direction to deliver scalable enterprise solutions.

- Created low, mid and high-fidelity wireframes, prototypes, and UI libraries, ensuring accessibility, brand alignment, and smooth developer handoff.

- Facilitated design workshops and stakeholder reviews, aligning multidisciplinary teams around research insights and measurable design outcomes.

- Led the end-to-end redesign of TO Live's website, a 4-month engagement for a Toronto arts non-profit organization, from sitemap and wireframes to final UI and dev handover.

- Volunteered as a mentor for design students, guiding them through real-world non-profit challenges as part of IBM's community initiatives.

People Like Us (marketing agency), Montreal — *Digital Designer*

Aug 2017 – Mar 2021

- Led digital product and campaign design initiatives, blending creativity, usability, and marketing strategy to deliver high-impact web experiences.

- Oversaw art direction and photography, ensuring cohesive visual storytelling across digital and social platforms.

- Designed and optimized websites and digital assets that balanced aesthetic appeal with functional clarity and brand goals.

- Continuously explored new approaches to elevate client digital products through creative experimentation and user-centered design practices.

Sancho BBDO, Bogotá, Colombia — *Digital Creative Lead*

Apr 2012 – Jun 2017

- Led the digital team at one of Colombia's top agencies, driving creative and strategic initiatives for major clients including Avianca and

Bancolombia.

- Defined and executed digital strategies to strengthen brand presence across web and social platforms.

- Championed innovation and experimentation, pushing creative boundaries while ensuring measurable business impact and brand consistency.

Mass Digital, Bogotá, Colombia — *Web Art Director*

Sep 2010 - Apr 2012

- Led the team's digital team, crafting user-centered digital products for major Colombian brands.

- Drove innovation and usability to deliver meaningful experiences that met and exceeded business objectives.

- Collaborated closely with creative and technical teams to ensure cohesive design execution across campaigns and platforms.

EDUCATION

McGill University, Montreal, Canada — *Certificate of Professional English Proficiency*

2018 - 2019

Alliance Française, Bogotá, Colombia — *Intermediate Level (B1-B2), French*

2011 - 2012

Universidad Nueva Granada, Bogotá, Colombia — *Multimedia Engineer*

2001 - 2005

LCI (Lasalle College), Bogotá, Colombia — *Certification in Graphic Design, Animation & Multimedia*

2000 - 2001

Naska Digital, Bogotá, Colombia — *Digital composition, 3D & Special effects*

2008

VOLUNTERING

IBM, Montreal — *Mentor*

Sep 2022 - Nov 2022

Mentoring 3rd-4th-grade students in solving real-world problems. In this case, for non-profit organizations which were associated with universities

and IBM's pro bono initiative to deliver recommendation reports with real
solutions.