

MIGUEL RUDDOCK

User Experience/UI Designer

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About Me

A UX/UI designer skilled in maximizing opportunities and relationships. I love challenges, and viewing problem spaces from different vantage points to leverage customer goals, business objectives, and innovative technology to create the right solutions.

Skills & Tool Kit

Leadership

Design

User research – Qualitative & Quantitative

Strategic planning

Cross-functional collaboration

- Adobe Suite + XD
- Figma
- Sketch
- InVision
- Miro
- Flowmapp
- Bootstrap
- GitHub
- HTML5 + CSS
- jQuery
- Javascript
- WebAim

Case Study

Travel Flow -

<https://miguelruddock.com/case-TA.html>

Your gateway to handling travel details with ease. The companion you always wished for to help you prepare for, manage, and live out your wanderlust dreams. Responsible for the user research, definition, ideation, wireframe, prototype and usability testing. Developed hi-fi prototype using Adobe XD.

Education

Georgia Institute of Technology

2019 - 2020

Certificate in UX/UI Design

- Insight synthesis, interviewing, information architecture, persona creation, competitive analysis, feature prioritization, storyboarding, flow diagrams, value propositions, atomic design, color theory, Interaction design, front-end development, and more.

Coursera – Wharton UPenn

2019 - 2019

Certificate in Customer Analytics

SpringBoard

2018 - 2018

Certificate in UX Design Foundations

Rochester Institute of Technology

2000 - 2006

Bachelor of Science in Electrical Engineering

Work Experience

Conscious RX - UX/UI Designer

2019 - Present

- Implemented updates for website, product label design, strategic planning.

Freelance - UX/UI Designer

2018 - 2020

- Guided clients through employing UX Strategy using the Business Model Canvas and user research.

BW Design Group - Sr. Project Engineer

2007 - 2015

- Stakeholder management, generation of requirement specifications, interface & interaction design, systems integration, commissions testing, interdepartmental liaison. Customer representative.

GlaxoSmithKline (client)

- Lead site efforts to complete a \$1.5 million waste abatement system - creating \$520k/yr in cost savings.
- Partnered with Subject Matter Expert's to create user manuals and facilitate training.

The Clorox Company (client)

- Organized collaboration between internal departments, and moderated design reviews.

Pepsi – Frito Lay – Quaker Tropicana Gatorade (client)

- Iteratively identified and implemented improvements to interface designs through user research. Quantitative and qualitative analysis.