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 Studies

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.

Recycle Matters -
https://miguelruddock.com/case-RM.html

"The online recycling tool build to help Americans find recycling locations for specific items and info on how to recycle them correctly." Responsible for the user research, interviewing, problem definition, ideation, prototype and development using HTML & CSS.

Education

Georgia Institute of Technology
Certificate in UX/UI Design
August 2019 – February 2020
- Insight synthesis, 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
Certificate in Customer Analytics
September 2019 – November 2019

SpringBoard
Certificate in UX Design Foundations
January 2018 – March 2018

Rochester Institute of Technology
Bachelor of Science in Electrical Engineering
September 2000 – June 2006

Work Experience

Conscious RX - **UX/UI Designer**
August 2019 - Present
- Implemented updates for website, product label design, strategic planning.

Freelance - **UX/UI Designer**
March 2017 – August 2019
- Guided clients through startup phases employing UX Strategy. Utilized the Business Model Canvas and user research. Product label design. Web design.

BW Design Group - **Sr. Project Engineer**
November 2007 – August 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.