

# Miguel Ruddock

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## Product Designer / Strategist

*Solution-oriented, Data-driven Product Designer with 8+ years of experience consulting, marketing, designing, and exploring what's possible. Extensive proficiency in managing project lifecycles, and implementation of user-centered design and development. Ability to quickly adopt new technologies and skills in any work environment to produce impactful results.*

## EXPERIENCE

### Be So Well, Atlanta — Co-Founder

01/22 - Present

Created teams and teamwork to produce streamlined processes building an ecosystem between three different businesses. Pioneered user experience and service design initiatives to create congruent online and in-person customer-centric experiences.

- Generated up to 15% in cost savings through product procurement and vendor negotiations
- Strategize for businesses growth and development
- Correlate insights from user data and research to strategically generate, curate, edit and publish blog content
- Established Key Performance Indicators, and analyze sales, inventory, web traffic, social media, return on Ad Spend (ROAS), and other data to strategize for Business growth
- Devise SOPs for Customer Support and Standard Business procedures
- Coach new employees on Be So Well's operations
- Develop employee leadership
- Coordinate events, workshops, and content publication
- In-store wellness consultant facilitating easy adoption for wellness as a way of life

### Boulder Decisions, Atlanta — Co-Founder

02/20 - 01/22

Direct a multidisciplinary team ranging across development, design, information architecture, social media, marketing, content, blog content, and brand strategy for clients across different industries. Leverage powerful AI tools and other integrated data platforms to track KPIs. Assimilated Boulder Decisions Marketing into Be So Well's ecosystem.

- Produced over \$50,000 of revenue in 48hrs by implementing a niche market campaign
- Increased Clientale's organic web traffic by 103% resulting in 172% increase in average gross monthly revenue
- Built custom Learn Management System with payment processing and CRM integration
- Conduct UX/UI consumer-facing web development projects, encompassing eCommerce, Health & Wellness, finance, cosmetic surgery, and non-profit sector
- Instructed clients challenged with online market entry, sustainability, and growth in their respective business sectors through SEO & Brand research, and competitive analysis
- Manage marketing metrics, competitive brand redesign, user-centered information architecture, and targeted campaigns

Sample Client List: Liong Mah Design, Conscious Med, Radiance Surgery & Aesthetic Medicine, Top of the Key, Hound & Friends, Maximum Tax Resources, Mask in a Bag, Green on the Go

## **Freelance, Atlanta — UX/UI Designer**

03/18 - 08/19

Guided brand startup and UX Strategy for literary clients, including. Implemented actionable insights from primary and secondary research for an effective market entry.

## **Barry-Wehmiller Design Group, Atlanta — Sr. Project Engineer**

11/07 - 08/15

Stakeholder management, generation of requirement specifications, interface & interaction design, manufacturing line systems integration, commissions testing, and interdepartmental liaison. Client Representative. Conducted quantitative and qualitative user research to iteratively upgrade user Interface designs.

- Created \$520k/yr in cost savings, by leading on-site installation of a \$1.5 million waste abatement system
- Conducted and reported usability trials for equipment validation
- Moderated design reviews, managed synchronization between internal departments
- Executed successful integrated system turnovers by creating user-centric training

Sample Client List: Pepsi – Frito Lay – Quaker Tropicana Gatorade, The Clorox Company, GlaxoSmithKline, Qualitest, Keurig Green Mountain, Miller Brewing Co

## **EDUCATION**

### **Georgia Institute of Technology, Atlanta — Certificate in UX/UI Design**

08/19 - 02/20

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

### **Coursera – Wharton UPenn, Remote — Certificate in Customer Analytics**

09/19 - 11/19

### **SpringBoard, Remote — Certificate in UX Design Foundations**

01/18 - 03/18

### **Rochester Institute of Technology, Rochester — B.S. in Electrical Engineering**

09/00 - 06/06

## **PROFESSIONAL DEVELOPMENT**

### **Landmark Worldwide — Personal & Professional Growth**

08/19 - Present

- Landmark Team, Management, and Leadership Program, Statistician (02/22 - Present)
- Landmark Communications Power to Create (08/21)
- Landmark Communications Access to Power (12/21)
- Landmark Wisdom Unlimited Course (06/20 to 02/21)
- Landmark Forum (08/19)

## **SKILLS**

- Team, Management, and Leadership
- Data-driven UX/UI design/research/testing
- Strategic Marketing
- Qualitative & Quantitative User research
- Cross-functional collaboration
- Statistical Analysis

## **DESIGN TOOLS**

- Figma
- Sketch
- InVision
- Miro
- Adobe Suite
- Flowmapp
- Canva
- Google Analytics
- cPanel
- GitHub
- HTML + CSS
- Bootstrap
- Learn Management Systems
- Slack/Notion/Click-up/Monday.com