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| **MIGUEL RUDDOCK**  User Experience/UI Designer | |
| **Contact:** (404) 966-1639  **Email:** Miguel.Ruddock@gmail.com  **Website:** <http://MiguelRuddock.com>  **LinkedIn:** LinkedIn.com/in/MiguelRuddock | |
| **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 | • Bootstrap | | • Figma | • GitHub | | • Sketch | • HTML5 + CSS | | • InVision | • jQuery | | • Miro | • Javascript | | • Flowmapp | • 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. |

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| **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.  P*epsi – Frito Lay – Quaker Tropicana Gatorade (client)*  • Iteratively identified and implemented improvements  to interface designs through user research.  Quantitative and qualitative analysis. |