

Edward Rios

Phone: +1 916-277-5449 • Email: edwardriosr@gmail.com
<https://www.linkedin/in/edwardriosr> • Portfolio: <https://www.edriosdesigns.com>

Summary:

- Experienced UX product designer with a strong visual design background.
- Unique skill set combining user-centered design principles and a keen eye for visuals.
- Deliver innovative and impactful solutions for meaningful user experiences.
- Deep understanding of user behavior and proficiency in user research methodologies.
- Ability to translate complex user needs into intuitive and visually stunning interfaces.
- Proficient in industry-standard design tools and prototyping techniques.
- Effective communication of design concepts and iteration through collaboration.
- Embraced a collaborative mindset, effortlessly collaborating with cross-functional teams, and fostering innovative ideas.
- Proficient knowledge of user-centered design principles and current web technologies such as HTML, CSS, and JavaScript.

Overall, my unique combination of UX/UI expertise, visual design skills, and collaborative mindset make me an exceptional UX product designer ready to drive meaningful user experiences and contribute to the success of any organization.

Technical Skills:

Figma, Adobe CS, Adobe XD, Adobe Photoshop, Adobe InDesign, Sketch, Miro, Zeplin, Axure, Abstract, Jira, Framer, Mural, A/B testing, Human-centered Design (HCD), Balsamiq, Responsive Design, Mobile IOS/Android App Design, Dashboard Design, familiar with HTML & CSS, Wireframing and Prototyping, Usability Testing, Visual Design, Information Architecture, Data Analysis, Interaction Design, AI Integration.

Professional Experience:

Senior UI/UX Designer, Ed Rios Designs | Sacramento, CA, Freelance

08/2023 – 02/2024

- Partnered with companies as an independent contractor in visual product design strategy and branding.
- Worked with a number of notable clients and stakeholders including Sage, Optum, iNetworx Digital, Memberstack and other successful startup companies.
- Successful individual with broad team experience collaborating with business owners and technology peers. Able to effectively communicate, motivate, coach and develop technical excellence. Establish credibility throughout the organization as an empathizer to user problems and to business challenges.
- Developed successful user-testing protocols utilizing A/B tests and heatmaps, increasing product usability.
- Leveraged design thinking principles for commercial applications via in-depth task analysis and user research, resulting in an increase in customer satisfaction.

Senior UI/UX Product Designer, Infocenter (ServiceNow Elite Partner), | Charlotte, NC, Remote

03/2023 – 07/2023

- Responsible for designing ServiceNow portal and on-boarding interfaces by developing & producing holistic digital experiences optimized for efficiency and simplicity of professional solutions utilizing agile environment research-based methods using Bootstrap design systems and custom components.
- Drives user-centric, iterative and collaborative design process revolving around rapid prototyping, user research, continuous improvement & deployment within Adobe XD and Figma.
- Support user research with an understanding of qualitative and quantitative methods, including iterative usability and concept testing, participatory design, ethnography, contextual inquiry, surveys, and holistic usability studies.
- Collaborate with the product managers to help create visual designs (from early concept) and prototypes of new product features for IOS/Android mobile apps and desktop applications.
- Conducted comprehensive business analysis to understand client needs and translate them into technical requirements.
- Facilitated workshops and user interviews to gather and document business requirements, user stories, and acceptance criteria.
- Developed process flows, wireframes, and prototypes to effectively communicate proposed solutions to stakeholders.
- Serve as a consultant regarding human behavior and understanding throughout the product development lifecycle.
- Demonstrated understanding of business cases for design by way of communication, collaboration and deliverables.

Senior UX Product Designer, Ed Rios Designs | Sacramento, CA, Freelance

09/2022 – 02/2023

- Collaborated with cross-functional teams to define user requirements and project goals.
- Conducted user research, including interviews, surveys, and usability testing, to gather insights and understand user needs.
- Created wireframes, prototypes, and user flows to visualize design concepts and interactions.
- Iterated on designs based on user feedback and usability testing results.
- Led end-to-end design projects for diverse clients in various industries.
- Worked closely with stakeholders to align design solutions with business objectives.
- Contribute to unified visual and interaction language across flows and channels with ability to generate guidelines for new design patterns and frameworks using a mixture of Visual UX, UI and Branding concepts.

Senior UX Product Designer, 7-Eleven Corporation (Matrix Resources) | Dallas, TX, Remote**01/2022 – 07/2022**

- Design interfaces for 7-Eleven Enterprise that were exciting, alluring, and usable for customers and in store employees.
- Collaborated with the design and development teams to ensure the successful implementation of the new e-commerce platform.
- Developed solutions based on existing design systems or component libraries, and contributed to them.
- Converted Sketch files into Figma designs to facilitate a smooth transition to the development team by developing high-fidelity and low-fidelity mockups, along with functional prototypes.
- Monitored e-commerce performance metrics, such as conversion rates and customer satisfaction, to measure the impact of design decisions.
- Attended daily standups with the UX design team to go over details and questions about each other's progress.
- Standardize UI/X across software & digital products within the 7-Eleven Product Ecosystem.
- Responsible for designing, developing product holistic digital experiences optimized for efficiency and simplicity of Professional Solutions using research-based methods.
- Ideated and designed innovative e-commerce experiences, creating user flows, wireframes, and high-fidelity prototypes to effectively communicate solutions.
- Understanding and experience working with design-systems; ability to adhere design to specific conventions and design guidelines set by DSM. Ability to create design aesthetics and interaction design for elements and components by the way of mockups/comps, high-fidelity compositions and rich prototypes.

Senior UI/UX Designer, Hanu Software Solutions | Princeton, NJ, Remote**04/2021 – 01/2022**

- Led end-to-end design projects and served as a consultant regarding human behavior and understanding throughout the product development lifecycle for diverse clients in various industries.
- Conducted user research, created wireframes, and developed interactive prototypes to validate design concepts and gather stakeholder feedback.
- Collaborated closely with development teams to ensure accurate implementation of design solutions.
- Achieved a Customer Lifetime Value resulting in impact or benefit for the client.
- Worked closely with the product team to conceptualize and design a mobile application from scratch.
- Conducted user interviews and usability tests to gain insights into user needs and preferences.
- Collaborated with developers to ensure a smooth handoff and successful implementation of the design.
- Demonstrated excellent communication skills and maintain the cooperation and confidence of all levels of management, and internal/external stakeholders and business partners.
- Facilitate Joint Application Requirement (JAR) sessions with business stakeholders across divisions to understand their business needs and capture business requirements and functional requirements.
- Facilitate Joint Application Design (JAD) sessions with business stakeholders across divisions to translate the functional requirements into design documents, create and update design documentation, create visual models,
- Collaborate with solution architects, developers, and system testers to ensure that they are accurately implemented.

Visual UI/UX Designer, Sekrit Agency | Las Vegas, NV, Remote (Please refer to LinkedIn for work experience)**12/2017 – 03/2021**

- Engaged in subcontracted assignments for notable organizations including iHerb, Care First Health Care, Sprint, MGM, Land Rover, and Toyota.
- Experienced in creating various prototypes, UI/UX designs, creating design specification documents, user research, user Interaction designing, usability specifications, user flow maps.

Product Designer, ServiceNow, HTC | Sunnyvale, CA, Remote (Please refer to LinkedIn for work experience)**01/2017 – 11/2017**

- As a member of the Marketing Team, I contributed to the extensive overhaul of ServiceNow's public platforms, including websites, mobile apps, print materials, events, and expo booths. Throughout this project, I collaborated with various industries such as Financial Services, E-commerce, Healthcare, Higher Education, and Government agencies.
- Experienced in creating various prototypes, UI/UX designs, creating design specification documents, prototype creation, user research, user interaction designing, high and low fidelity GUI wire-frames.

Education | Western Association of Schools and Colleges*Certification in Graphic Design, Certification in Desktop Publishing***ML UX Academy | Interaction Design Foundation***UX Design Course Program, UX Fundamentals*