

Denver, Co
(708) 466-3743
www.erikrod.com
erikrdgz2@gmail.com

Erik Rodriguez

Senior Product Designer

Summary

Experienced Senior Product Designer with a strong background in user-centered design methodologies, UI/UX design, and design systems. Adept at leading cross-functional teams and driving product innovation to achieve business goals. Skilled in HTML, CSS, JavaScript, and React, with a solid foundation in front-end development and software engineering.

SKILLS

Design: Product Design, UX/UI Design, Design Systems, Wireframing, Prototyping

Research: User Research, A/B Testing, Market Analysis, Qualitative, Quantitative

Development: HTML, CSS, JavaScript, React, WordPress **Tools:** Figma, Adobe Creative Suite, Git, JIRA

Languages: English (Fluent), Spanish (Fluent)

EXPERIENCE

National Society of Leadership and Success — *Senior Product Designer*

Jul 2022 – Present

- Orchestrated multi-platform design initiatives, resulting in a 25% increase in user retention by optimizing customer journeys and onboarding experiences.
- Leveraged market data and user feedback to enhance product features, driving a 15% improvement in customer satisfaction scores.
- Streamlined the design process by developing and maintaining a unified design system, reducing design inconsistencies by 30%.
- Facilitated regular updates to stakeholders, fostering transparency and ensuring alignment with business objectives.

Koopid/Dialpad — *Senior Product Designer*

Feb 2020 – Jul 2022

- Led the comprehensive redesign of the Koopid platform, resulting in a 40% improvement in user engagement and a 20% reduction in support tickets.
- Authored detailed documentation of UX processes and best practices, which increased team efficiency by 15%.
- Pioneered the development of a new IVR project, delivering a 25% improvement in user experience and reducing call drop rates.
- Conducted extensive user research, leading to design decisions that reduced onboarding time by 10%.

ADM Labs — *Lead Designer and Developer*

Apr 2019 – Feb 2020

- Redesigned a flagship app, which led to a 35% increase in active users and a 50% growth in user interaction.
- Produced comprehensive marketing collateral and managed social media content, resulting in a 20% increase in brand visibility.
- Analyzed site metrics and conducted A/B testing, which optimized user interface components and increased conversion rates by 15%.

Omni Premier Marketing — *UX Designer and Developer*

Nov 2018 – Apr 2019

- Developed UX research-based websites, which increased customer retention by 15%.
- Created dynamic and visually engaging websites using WordPress and Adobe Creative Suite, improving client satisfaction scores by 20%.
- Iterated on design solutions, enhancing website usability and achieving a 25% faster load time.

Denver Website Designs — *UX Designer and Developer*

Jun 2018 – Oct 2018

- Directed UX and front-end development for web and mobile applications, leading to a 30% increase in user engagement.
- Led client meetings and set clear development milestones, ensuring projects were completed on time and within scope.
- Developed reusable components, accelerating project timelines and ensuring design consistency across applications.

Techtonic — Software Engineer

Feb 2016 – Apr 2018

- Spearheaded the design and development of web and mobile applications, leading UX and Front-End initiatives across multiple concurrent projects, resulting in a 25% increase in user engagement.
- Directed Front-End design, implementing user-centered solutions that improved web application usability and client satisfaction by 20%.
- Facilitated client meetings, setting clear development milestones that enhanced team alignment and ensured projects were completed on time and within scope.
- Developed comprehensive documentation and streamlined workflow processes, increasing project efficiency by 15% and reducing miscommunication across teams.

EDUCATION

Art Institute of Colorado — Bachelor of Arts

2015-2018 Graphic and Web Design

Techtonic Academy — USDE Web Developer Certification

2016-2017 First certificate from the United States Department of Education for a Web Developer/ Software Engineer 1

LANGUAGES

Fluent: English, Spanish

REFERENCES

Available upon Request