

Erik Rodriguez

Senior Product Designer

Denver, CO · (708) 466-3743

www.erikrod.com · erikrdgz2@gmail.com

SUMMARY

Multidisciplinary Senior Product Designer blending UX strategy, UI execution, and front-end implementation to ship high-impact products. I lead cross-functional teams through ambiguity, unify experiences with scalable design systems, and deliver measurable results across web and mobile platforms. Bilingual and code-literate, I move fluidly between research, design, and dev environments to align teams and drive outcomes.

CORE COMPETENCIES

UX & Product Design: Design Systems · UX Strategy · Interaction Design · Accessibility

Research & Optimization: A/B Testing · Behavioral Analytics · User Interviews · Funnel Metrics

Front-End Development: React · JavaScript · HTML/CSS · WordPress (Custom)

Tools & Collaboration: Figma (Design Libraries, Tokens) · Adobe Creative Suite · Git · JIRA · AWS

Languages: English (Fluent), Spanish (Fluent)

EXPERIENCE

Senior Product Designer — National Society of Leadership and Success (NSLS) (Jul 2022 – Present)

- Used behavioral data and funnel analysis to identify drop-off points across onboarding and engagement flows.
- Redesigned the onboarding UX across platforms, improving user retention by 25% and shortening activation time.
- Partnered with data analysts to run A/B tests and define KPIs, leading to a 15% improvement in CSAT.
- Built and scaled a design system used across teams, enabling faster feature releases and visual consistency.
- Advocated for accessibility and usability, ensuring WCAG compliance in new features.
- Collaborated closely with PMs, engineers, and marketing to align design with product and growth goals.

Product Designer — Dialpad (Oct 2021 – Jul 2022)

- Integrated into a large-scale design org post-acquisition, collaborating across pods to deliver features within shared systems.
- Maintained visibility of design across multiple teams, reducing duplication and aligning user patterns.

- Contributed to the global design system and collaborated with accessibility specialists and engineers to meet compliance standards.
- Participated in weekly critiques and async reviews to ensure cohesion across app surfaces.

Product Designer — Koopid (acquired by Dialpad) (Feb 2020 – Oct 2021)

- Served as lead designer for the Koopid Agent Desktop redesign, managing front-end developers and setting UX direction.
- Initiated and maintained the Koopid design system, laying the foundation for a scalable UI across products.
- Conducted user interviews with call center agents, informing usability improvements and cutting onboarding time by 10%.
- Authored documentation and component guidelines, reducing rework and improving team onboarding.
- Shipped an IVR interface redesign that improved user experience and reduced call drop rates by 25%.

UX Designer & Developer — ADM Labs (Apr 2019 – Feb 2020)

- Developed dynamic, research-backed websites that improved customer retention by 15%.
- Designed and built custom WordPress themes with Adobe Creative Suite and CSS/JS.
- Collaborated with DevOps to maintain and optimize AWS deployments.
- Led project planning sessions with stakeholders and devs to ensure alignment and speed.

UX Designer & Developer — Omni Premier Marketing (Nov 2018 – Apr 2019)

- Led the redesign of a flagship platform, resulting in a 35% increase in active users.
- Created marketing collateral and managed brand visuals across digital channels.
- Conducted A/B tests to optimize page layouts and increase conversions.
- Improved site speed and mobile usability through front-end performance tuning.

UX Designer & Developer — Denver Website Designs (Jun 2018 – Oct 2018)

- Designed and developed mobile-first websites across real estate, medical, and B2B clients.
- Led discovery, UX wireframing, and front-end implementation.
- Built a component library that reduced build times and streamlined future projects.

Software Engineer (UX Focus) — Tectonic (Feb 2016 – Apr 2018)

- Developed responsive web applications as part of an agile dev team.
- Led front-end implementation with an emphasis on usability and accessibility.
- Created reusable components and pattern libraries to accelerate delivery.
- Facilitated client sessions to align dev, product, and UX objectives.

EDUCATION

Art Institute of Colorado — B.A. Graphic & Web Design, 2018

Tectonic Academy — USDE Certificate in Software Engineering, 2017

REFERENCES

Available upon request