Denver, Co

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Erik RodriguezA long, thin rectangle to divide sections of the document

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
* **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

## 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