



Miguel Rodriguez

Project Manager - UX/UI - Marketing - Web Development

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ABOUT ME

Highly accomplished marketing professional with proven excellence as a thoughtful leader, multi-media expert, customer advocate, innovative communicator and agile project lead.

Digital marketing specialist fully skilled in product and process life-cycle, from planning and development to deployment and monitoring.

Broadly recognized by professional peers and senior leadership for deep understanding of business acumen, client experience, team building and prioritization.

- Focuses on strategies to improve solutions by leveraging technological capabilities
- Adaptable and transformational leader with an ability to work independently
- Utilizes expertise in design and multimedia tools to better demonstrate solutions to stakeholders

CORE COMPETENCIES

- Strategic Problem Solving
- Product Marketing
- Integrated Campaigns
- New Product Development and launches
- Content Marketing
- Media Planning
- Strategic Communications
- Market Research
- Microsoft Suite
- HTML5, CSS3, JavaScript
- Figma, Adobe XD framework tools
- Full Stack Developer
- Adobe Suite
- SQL
- People Development
- PostgreSQL
- UX / UI
- Google Analytics
- People Development
- Market Analysis
- B2C, B2B, B2B2C

WORK EXPERIENCE

2017-
Present

● J.P Morgan Chase &Co.

AVP - Project Manager - UX System Applications Development

Create innovative solutions that streamline and advance business practices. Improve design, analytics, development, coding and testing of applications. Work with established technical specifications to develop and deliver high quality functionality multiple lines of business with a reach of over 50 million clients. Monitor employee engagement and experience in lieu of improving organizational effectiveness while providing results that strengthen company goals and culture.

- Prioritized use and knowledge of UX / UI semantic standards including HTML5, CSS3, JavaScript and other web scripting languages to develop modern solutions aimed to improve user experience.
- Worked collaboratively within an Agile process with; other UX designers, digital designers, product owners, project managers, UI and developers to expand a streamlined process for future management of design and projects.
- Introduced the usage of industry leading technology to efficiently modernize UX / UI team development process.
- Initiated & contributed to several experimental projects involving web usability, tangible interaction, natural user interfaces, mobile & augmented reality.
- Demonstrated expertise in the following : user research, user centered design (UCD), information architecture (IA), content strategy, usability testing, need finding, participatory design, prototyping, wireframing, web analytics (e.g. conversion analysis)

AVP - FX Product Management - Marketing Commercialization Strategies

Focused on product development execution and day to day marketing, management, and risk controls of FX Payments product suite while maintaining a focus of delivery of market viable, profitable and operationally supported solutions. Developed and maintains core marketing material that differentiates our product offering from other competitors in the market

- Developed integrated marketing communications plans for product launches.
- Aligned marketing plans to the promotion of product releases; for new and existing FX solutions.
- Initiated research and analysis of strategic loyalty marketing program resulting in process development and presentation to the strategy leadership team.
- Developed marketing campaign to increase FX product penetration for the APAC market.
- Managed marketing communications and developed a dedicated website for a regional Business Resource Group.
- Established formal marketing materials including user guides, help files, off-line/on-line demos and website.

EDUCATION

- **JAVA FullStack Bootcamp**
 TechElevator
 2019
- **B.S Computer Sciences (Candidate)**
 University of South Florida
 2016-
- **B.A Business Administration - Marketing (Design Minor)**
 CUAM College / Venezuela
 2000-2004

International Experience

- **Regional Marketing Director**
Intermedia Consulting Group 2002-2006
- **UX Project Manager**
Bridgestone - Firestone Venezuela 2000-2002
- **Dealer Operations Project Manager**
Chrysler Group venezuela 1999-2002

SKILLS



LANGUAGES

- English: Native Fluency
- Spanish: Native Fluency
- Italian: Basic

WORK EXPERIENCE CONTINUED

- 2016-2017 ● **Bank of America**
Relationship Manager
Oversee internal interfacing and communication with preferred clients, small business and large corporations, focusing on providing banking and financial services expertise. Partners with Business Relationship Managers, Mortgage Loan Officers as well as Wealth Managers to assess solutions to help manage client's finances.
- 2007-2016 ● **Verizon**
UX Project Manager (Marketing Operations)
Managed Nationwide, award-winning flagship products through the Product Development Lifecycle. Engaged high value customers in a joint effort with digital channels to pioneer user-centric solutions. Developed and implemented strategic marketing campaigns for existing and potential clients while providing an exceptional client experience.
Impact: Reinvigorated product line through new product introductions, implementation of a simplified pricing model, and introduction of innovative sales tools.
 - Overcame Agile challenges to construct a solid solution for the company's loyalty division.
 - Researched, strategized and launched UX improvements for multiple sites increasing user connectivity by +31.7% from 8.5% while decreasing client attrition by 29%.
 - Replaced vague objectives with clear calls to action by designing high-impact, user centered web sites with strong emotional appeal, sophisticated production values and intuitive navigation to maximize user engagement and cement powerful brand identities
 - Established UX design as the first stage of all Web and mobile application developments, instituting a user-centered design (UCD) approach.

Operations Manager

Developed in-depth business and technical strategies for system solutions, identified business gaps, and correlated potential solutions. Led the talent acquisition initiatives; screened, interviewed, hired, developed and retains top talent while positively reinforcing their progress towards the attainment of direct sales goals.

- Overhauled client facing processes to optimize the user experience.
- Injected user-experience strategies instrumental for customer acquisition monthly increases of up to 12%

Solutions Specialist

Maintained and supported daily business operations, processed customer transactions, and audited procedures while providing customers with a basic understanding of the functionality of products and services. Established and maintained positive relationships with all internal or external customers.

Professional Certifications and Trainings

FullStack Java Development Bootcamp | Adobe Suite | Adobe analytics | Python Bootcamp | HTML | CSS | SQL Database | Microsoft ACCESS | JavaScript | GOOGLE Analytics | ITCAP Project Management | FX Product Management | Business Sustainability | Leadership Program | Operations for Leadership | Foundations for Successful Leadership | The New Psychology of Selling | Retail Finance Acumen | Business Marketing and Public Relations | Business Management | Foundational Banking | Consultative Approach | Financial Center Operations | CRM | Financial Management | Fixed Operations I & II | Variable Operations I & II | Business Leadership | Operations Management