

Rosendo Figueroa

Principal UX/Web Architect | UX-Focused Technical Leader

Email: rosendo.fig@gmail.com | Phone: +1 (480) 826-2529 | 2777 E. Highland Ct, Gilbert, AZ 85296

LinkedIn: <https://www.linkedin.com/in/rosendofigueroa/>

Summary

Principal UX/Web Architect & UX-Focused Technical Lead with 12 years of experience delivering digital solutions spanning small to medium-sized business websites to enterprise-scale Drupal CMS platforms for municipal government. For the past 8+ years, I've served as a web developer for the City of Chandler's Drupal CMS and digital ecosystem, including ChandlerAZ.gov, Chanweb, Archived Records Search, and 250+ webforms (120 API-integrated with Lucity). I drive accessibility compliance (WCAG 2.1 AA), web development strategy, and agile workflows that improve efficiency, security, and user experience for 280,000+ residents.

Core Competencies & Technical Skills

- **Web Development & Architecture:** Drupal 8+, WordPress, HTML5, CSS3/SASS, JavaScript, React.js, PHP, ASP.NET, Responsive Web Design, SEO, Cloud Hosting, Web Security
- **UX/UI & Accessibility:** UX/UI Design, Wireframing & Prototyping, Usability Testing, WCAG 2.1 AA / Section 508 Compliance, Accessibility Audits, Inclusive Design
- **Leadership & Project Management:** Agile/Scrum, SDLC, Release & QA Management, Product Roadmaps, Team Leadership & Mentorship, Web Governance & Standards
- **Tools & Platforms:** Git/GitLab, Pantheon, Docker/DDEV, JIRA, Adobe Creative Suite, Figma, Siteimprove, Lighthouse, Google Analytics

Experience

Web Development Analyst

City of Chandler, AZ | Chandler, AZ

June 2017 – Present

- Lead the IT Web Team's daily operations, setting priorities, coordinating workflows, and ensuring on-time delivery of enterprise web projects serving 280,000+ residents.
- Own the city's Enterprise Drupal CMS, directing technical strategy, lifecycle releases, upgrades, and feature rollouts while balancing business, IT, and open-source community needs.

- Plan, architect, and implement responsive, WCAG 2.1 AA compliant websites, webforms, and digital applications, including ChandlerAZ.gov, Chanweb, Archived Records Search, and 200+ webforms (120 API-integrated with Lucity).
- Make technical leadership decisions on dev tools, Git workflows, and the enterprise tech stack, establishing standards that drive efficiency, scalability, and long-term sustainability.
- Oversee agile release cycles and workflows, managing QA, UAT, stakeholder updates, and deployments via JIRA, GitLab & Pantheon multidev.
- Champion accessibility compliance, interpreting ADA requirements and embedding best practices into design, development, and content workflows.
- Serve as enterprise subject matter expert, consulting with cross-functional teams, advisory committees, and leadership on digital services, accessibility, and web strategy.
- Administer secure on-prem and cloud-based hosting environments, ensuring reliability, performance, and security at scale.
- Mentor developers and content teams, creating documentation, onboarding processes, and training programs to strengthen team skills and knowledge.
- Co-lead the city's web accessibility initiative by researching and mastering ADA/WCAG regulations, fixing compliance issues across ChandlerAZ.gov, Archived Records Search, and related applications, reducing accessibility errors on ChandlerAZ.gov from 27,000 to under 400.
- Drive innovation and workflow efficiency by restructuring processes into a Flow-Based Agile (Kanban) model, currently being implemented to reduce bottlenecks and improve project cycle time and lead time by 25%.
- Shape the City's long-term digital roadmap, aligning web strategy with organizational goals and delivering sustainable, user-first innovation.

UX/UI Web Designer

Gate6 | Scottsdale, AZ

Sep 2016 – June 2017

- Designed and developed custom WordPress websites and e-commerce platforms, delivering responsive, user-friendly solutions using UX methods (personas, journey mapping, wireframes, usability testing).
- Managed full-cycle development with frontend, backend, API integrations, and offshore teams, ensuring milestones, deliverables, and client requirements were met.
- Produced scalable digital solutions with Sketch, Zeplin, and Adobe Creative Suite, while providing hosting support, accessibility, security, and on-time delivery across multiple projects.

Web Designer

Big Marlin Group | Gilbert, AZ

Feb 2016 – Sep 2017

- Designed and developed custom websites, CMS-driven sites, banner ads, landing pages, and email campaigns using WordPress, Bootstrap, Upfront, and Genesis to deliver responsive, modern experiences.
- Maintained and optimized websites through content updates, graphics, hosting migrations, security upgrades, SEO, integrations, and SSL for secure, high-performing platforms.
- Presented UX solutions, wireframes, and layouts to clients and teams, aligning designs with business goals while managing multiple projects and delivering polished results.

Web Designer

GoDaddy.com | Scottsdale, AZ

Aug 2013 – Feb 2016

- Designed and optimized responsive WordPress and e-commerce sites using custom themes, SEO, and GoDaddy Website Builder.
- Partnered with clients and project leads to define requirements, align designs with business goals, and deliver cohesive websites.
- Ensured quality through QA, cross-device testing, client feedback, and technical skills in HTML, CSS, JavaScript, and WordPress.

Education & Professional Development

2025 – Present | M.S. in User Experience & Human-Computer Interaction

Arizona State University

2014 – 2016 | B.A.S. Internet & Web Development

Arizona State University

2011– 2013 | A.A.S. Web Design

Mesa Community College

July 2025 – Present | IAAP Certified Professional in Accessibility Core Competencies (In Process)

IAAP - International Association of Accessibility Professionals

Oct 2024 – Present | COGA (Cognitive and Learning Disabilities Accessibility) Community Member

W3C Web Accessibility Initiative | Volunteer