

## RANDY RODRIGUEZ

*AI-Driven UX Executive | Product Visionary | Enterprise SaaS Strategist | Remote-First*

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### ABOUT ME

Dynamic UX Design Executive and AI Strategist with 15+ years of experience delivering transformative digital experiences for Fortune 500 enterprises and innovation-first startups. A thought leader in AI-integrated product design, I bridge user empathy with system intelligence to drive innovation, optimize workflows, and deliver measurable business outcomes. I specialize in SaaS, data-rich applications, and enterprise design systems—bringing a track record of impact at Amazon AWS, Microsoft, T-Mobile, Truist Bank, and Polo Ralph Lauren. My approach integrates human-centered design with emerging technologies like Apple Vision Pro, conversational AI, and component-based systems. I've led teams across fintech, telecom, retail, and aerospace, shaping future-ready platforms that scale globally and resonate locally.

### EXPERIENCE

#### **Senior User Experience Designer – Tech Mahindra, Seattle, WA**

*August 2024 – October 2024 | Onsite*

I led UX design initiatives for clients in education and energy sectors, focusing on transforming complex systems into intuitive, user-friendly digital experiences. My role involved collaborating closely with stakeholders, developers, and subject matter experts to craft solutions that align with both user needs and business goals.

#### Education Sector Contributions:

Redesigned a national e-learning platform to support remote learning and curriculum personalization, improving engagement and retention across K-12 student groups.

Introduced a modular design system to support scalability for teachers, students, and administrators. Conducted user research with educators and learners to develop adaptive UI flows for assignments, grading, and progress tracking. Integrated accessibility standards (WCAG) to ensure inclusive access for diverse learning abilities.

#### Energy Sector Contributions:

Designed a real-time energy management dashboard for industrial clients, enabling monitoring of consumption, outages, and predictive maintenance alerts.

Created mobile-first experiences for field engineers to report issues, access schematics, and update job statuses.

Conducted contextual field studies to ensure that the designs supported extreme environmental conditions and offline usability.

Used data visualization to translate complex telemetry into actionable insights for decision-makers.

In both domains, I applied design thinking, heuristic evaluations, and user testing cycles to drive continuous improvement and ensure the solutions were scalable, secure, and easy to use.

#### **Senior User Experience Designer – Amazon AWS, Seattle, WA**

*August 2024 – October 2024 | Onsite*

Spearheaded UX for network account management tools on Amazon's SaaS platform.  
Introduced component-based design patterns that streamlined workflows and boosted team velocity.  
Project impacted by internal reorganization but resulted in simplified navigation and increased clarity for enterprise users.

**Lead UX Designer – Rioux Media, Montréal, CA**

*January 2023 – March 2024 | Remote*

Led the design of a spatial 3D gallery experience using Apple Vision Pro for museums and cultural institutions.

Defined content taxonomy and motion interaction models for immersive storytelling.

Delivered a first-to-market XR prototype that expanded audience engagement globally.

**Senior UX Designer – Truist Bank, Atlanta, GA**

*July 2022 – February 2023 | Remote*

Delivered a cutting-edge UX for a Savings Web Application Conversion using AI to predict user input behavior.

Conducted usability testing and worked with stakeholders to drive measurable success across digital banking experiences.

**Senior UX Designer – MathWorks, Natick, MA**

*October 2021 – June 2022 | Remote*

Designed modular UI components for aerospace and automotive simulation tools.

Improved configurability and system feedback in complex software environments. Enhanced developer productivity and product scalability via reusable UX patterns.

**Senior UX Designer – Phoenix Crowne Holdings, New York, NY**

*March 2021 – September 2021 | Remote*

Developed a digital platform targeting high-net-worth art investors and collectors.

Integrated advanced filtering and storytelling UX for private viewings and sales. Drove international expansion strategy through premium user experience.

**Senior UX Designer – Polo Ralph Lauren, New York, NY**

*August 2018 – February 2021 | Onsite*

Transformed luxury B2C retail products into immersive e-commerce experiences.

Integrated historical brand assets with modern UX to boost engagement.

Unified digital and flagship retail experiences using responsive design systems.

**Senior UX Designer – Deloitte Digital, New York, NY**

*June 2018 – August 2018 | Onsite*

Designed a mobile-first platform enabling real-time communication for field service teams.

Integrated geolocation, SMS, and camera-based diagnostics.

Increased service delivery speed and operational performance.

**Senior UX Designer – 7-Eleven, Irving, TX**

*February 2017 – March 2017 | Onsite*

Redesigned the Rewards Program mobile app for iOS and Android.

Personalization features led to a measurable increase in customer retention.  
Used time-of-visit and purchase history data for smarter, geo-targeted promotions.

**Senior UX Designer – Verizon, Dallas, TX**

*November 2016 – February 2017 | Onsite*

Designed the VNS NetSecure Monitor dashboard for global network monitoring.  
Used geo-mapping and color-coded statuses to simplify threat visualization. Enabled faster response to security breaches and network degradation.

**Senior UX Designer – Safeco, Seattle, WA**

*February 2016 – June 2016 | Onsite*

Reimagined the web-based claims process for insurance users.  
Reduced filing time and increased satisfaction through guided micro interactions. Conducted user research with call center agents and customers.

**Senior UX Designer – Microsoft Azure, Redmond, WA**

*August 2015 – October 2015 | Onsite*

Delivered an admin dashboard for project and resource management in Azure SaaS.  
Created customizable modules for account and billing overviews.  
Aligned design with enterprise compliance and accessibility guidelines.

**Senior UX Designer – T-Mobile, Bellevue, WA**

*November 2014 – March 2015 | Onsite*

Led UX for T-Mobile's JUMP! Upgrade program.  
Streamlined upgrade eligibility flows using wizard-style interactions.  
Reduced churn by simplifying upgrade decision-making for account holders.

**Senior UX Designer – Microsoft Volume Licensing / OEM Portal, Redmond, WA**

*July 2013 – October 2014 | Onsite*

Designed vendor account management portal for OEMs.  
Introduced a scalable UX framework to support global license processing. Improved task efficiency through clear IA and interaction flows.

**Senior UX Designer – T-Mobile Frontline Applications, Bothell, WA**

*February 2013 – May 2013 | Onsite*

Developed tablet workflows for store associates managing customer accounts.  
Conducted field research to validate key usability improvements.  
Reduced customer wait time by 30% during in-store transactions.

**Senior UX Designer – Microsoft Engineering Center, Redmond, WA**

*March 2012 – June 2012 | Onsite*

Designed an online learning portal for global IT upskilling.  
Integrated Microsoft tools and gamification strategies to boost retention. Improved course completion rates through intuitive, modular design.

Client List includes

The Wall Street Journal., Boeing, American Express, Art Directors Club of New York, Scholastic

## **SKILLS & TOOLS**

Design Leadership: Team management, stakeholder alignment, agile collaboration

Technology: Figma, Adobe CC, Sketch, Jira, Confluence, HTML5, CSS3, JavaScript, Pine Script

UX Research: Usability testing, heuristic evaluation, personas, user journey mapping

Specializations: AI-integrated UX, SaaS Dashboards, Immersive Interfaces (Apple Vision Pro),  
Mobile-First Design, Data Visualization

Industries: Finance, Retail, Telecom, Aerospace, Healthcare, EdTech

## **EDUCATION**

School of Visual Arts, NY, New York

*September 1991 – May 1993*

BS - FOCUS: Computer Science, HTML and CSS Development.

Zicklin School of Business/Baruch College of New York, NY, New York

*October 1989 – March 1991*

BA - FOCUS: Business Administration, Management, Marketing.

Parsons School of Design/The New School, NY, New York

*September 1984 – June 1988, October 2013 – June 2017*

BFA - FOCUS: Communication Design, Advertising and Marketing

BS - FOCUS: Human Centered Design.