**Randy Rodriguez**

**Location: Seattle, WA**

**Work Authorization: US Citizen**

**Portfolio:**[**https://randyrodriguez.info/**](https://randyrodriguez.info/)

[**LinkedIn**](http://linkedin.com/in/r-rodriguez-itc)**: r-rodriguez-itc**

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| --- | --- | --- |
| **Skillset** | **Randy’s Experience**  *(In years)* | **Skillset Last Used With…** |
| Operations Manager | 8 | The Wall Street Journal, Microsoft OEM, T-Mobile, Verizon, Real Estate Forum Publishing |
| UX Design & Research | 14+ | Rioux Media, Truist Bank, MathWorks, Phoenix Crowne Holdings, Polo Ralph Lauren, Deloitte Digital, 7-Eleven, Verizon, Safeco, Microsoft - Azure, T-Mobile, Microsoft – Volume Licensing Group, Microsoft – Engineering Center, The Wall Street Journal., MARCHEX, FN Networks |
| Usability Testing/ Mapping | 7+ | Rioux Media, Polo Ralph Lauren, Deloitte Digital, Verizon, Safeco, Microsoft – Volume Licensing Group, T-Mobile, Phoenix Crowne Holdings |
| Prototyping/ Wireframing | 5+ | Rioux Media, Phoenix Crowne Holdings, Polo Ralph Lauren, T-Mobile |
|  | | |
| Highest Level of Education | Bachelors’ Degree | |
| **Why You Should Interview Me for This Role:**   * Dynamic and innovative Senior User Experience Design and Research Professional with extensive experience in maximizing user experience, incorporating progressive design and research techniques, and leveraging AI to enhance the user journey across finance, telecom, aerospace, K-12. * Creative Professional Art Director and Graphic Designer leading award-winning teams for The Wall Street Journal., Real Estate Forum Publishing, Marchex Advertising, Think Inc. * Proficient in utilizing Figma and FIGJAM boards to design and refine intuitive web and mobile applications for B2B and B2C markets. * Expertise in conducting comprehensive usability testing and implementing user-centered design processes to optimize digital solutions. * Demonstrated ability to leverage research and data-driven insights to enhance user experience, drive innovation, and ensure alignment with user needs. * Adept at scripting for seamless inter-application communication, optimizing workflows, and creating cohesive user experiences. * Committed to leveraging progressive design techniques and AI to elevate digital experiences and deliver frictionless interactions. | | |

**Leadership Success Record**

* Spearheading the implementation of core strategies and fostering innovation in UX research and design.
* Offering strategic direction during periods of rapid expansion and organizational change.
* Establishing efficient systems for task management within teams and across the organization.
* Pioneering initiatives and methodologies to optimize impact and achieve business objectives.
* Crafting comprehensive strategic, operational, and project plans for success.
* Leveraging cutting-edge technologies to fulfill long-term strategic objectives.
* Cultivating teams and fostering a culture of continuous improvement for sustained productivity and growth.

**Expertise**

**UX Research and Design:** Pretotyping, Prototyping, Heuristic evaluation, A/B testing, Card sorting, Surveys, Wire framing, Lean & Agile methodoligies

**Human Centered Interaction:** Cognitive Psychology and Human Interface Principles

**Technologies:** Native Mobile, Web, Gestural, Touch, Voice, Digital Interfaces, Ai

**Creative:** Adobe Creative Suite, Affinity Software,

**UX/UI:**Figma, Axure, Sketch, Adobe XD, Miro, FIGJAM Boards, Invision

**Business:** Word, Excel, PowerPoint, JIRA, Airtable, Trello

**Development:**Ai, CoPilot, ChatGPT,HTML5, CSS, JavaScript, WordPress, Bootstrap, CMS

**Languages:**R/W/S Spanish and English

**Professional Experience**

**Reason for employment gap: Looking for good opportunity.**

**Amazon, Seattle, WA**

**Senior User Experience Designer (Contract ended)**

**August 2024 to October 2024**

* Designed UX network view for AWS website and template system
* Created focused Administrator and Operator management workflow for websites and template creation.
* Leveraged Figma Cloudscape library component system

**Rioux Media, Montréal, CA**

**Lead User Experience Design Researcher**

**February 2023 to March 2024**

* Conduct user research and analyzed it with Ai to understand visitor needs and behaviors in 3-D spatial experiences.
* Create Figma wireframes and prototypes to visualize application design concepts.
* Used Copilot to define user flows to ensure seamless journey through the platform.
* Collaborate on visual design to align with brand identity and enhance user experience.
* Created Figma designed interactive elements and animations for UI engagement.
* Ensure accessibility features are integrated for users of all abilities.
* Conduct usability testing and iterate based on user feedback.
* Collaborate on FigJam with developers, product managers, and other stakeholders throughout the process.

**Truist Bank, Atlanta, GA**

**Senior User Experience Designer (Contract ended)**

**July 2022 to January 2023**

* Crafted a revolutionary banking web app experience from mobile devices in Figma.
* Seamlessly transition from loan management to personalized savings goals with ease based on Ai and user research.
* Created Pretotypes for multiple goal functionality tailored to end-user aspirations.
* Utilize budget management tools for precise allocation of funds towards user goals.
* In app real-time updates and insightful tips via internal messaging.
* Meticulously designed user experiences staying on brand identity through exhaustive research, Pretotype and heuristic evaluations supported by Ai.

**MathWorks, Natick, MA**

**Senior User Experience Designer (Contract ended)**

**October 2021 to June 2022**

* Streamlined Navigation: Users can navigate seamlessly through the platform with intuitive micro frontend components, reducing cognitive load and enhancing efficiency.
* Enhanced Performance: Optimized micro frontend components ensure swift loading times and smooth
* interactions, providing a frictionless user experience.
* Created Figma graphics for customizable Widgets: Tailored micro frontend UI components to allow users to personalize their application workspace,
* and theoretical explorations boosting engagement and productivity.
* Figjam Real-Time Collaboration: Integrated collaboration features enable users to contribute seamlessly across teams, fostering communication and driving innovation.
* Modular Architecture: Modular micro frontend components facilitate easy customization and scalability,
* empowering users to adapt to changing needs effortlessly.
* Data Visualization Tools: Advanced data visualization components using Copilot to empower users to gain insights at a glance, facilitating informed decision-making.
* Global Accessibility: With micro frontend components designed for global collaboration, users can access and contribute to the platform from anywhere in the world, promoting inclusivity and diversity.
* Future-Proof Solutions: Continuously updated micro frontend components ensure that the platform remains relevant and adaptable to evolving industry demands, future-proofing users' investments.

**Phoenix Crowne Holdings, New York, NY**

**Senior User Experience Designer (Contract ended)**

**March 2021 to September 2021**

* Managed web site design specializing in fine art investment and special event driven programs.
* Responsibilities include crafting intuitive navigation, creating clear site maps, ensuring responsiveness, and collaborating with developers.
* Developed with Ai user personas and journeys to inform design decisions.
* Design graphical user-friendly navigation for seamless exploration of art investment opportunities and promoted art.
* Ensure responsive design across various devices through thorough testing and utilization of frameworks.
* Produce high-fidelity HTML5, CSS mockups and prototypes to communicate design concepts effectively.
* Collaborate closely with developers to translate designs into functional web interfaces.

**Polo Ralph Lauren, New York, NY**

**Senior User Experience**

**August 2018 to February 2021**

* Create wireframes to blueprint the user interface and interaction design of retail electronic publications.
* Identified and implemented technical enhancements to improve digital product performance and usability.
* Provided expert advice to program managers on UX best practices and use cases.
* Translated physical retail products into digital versions for presentation and manufacturing purposes.
* Collaborated closely with cross-functional teams to ensure the seamless integration of UX design principles throughout the product development lifecycle.

**Deloitte Digital, New York, NY**

**Senior User Experience Designer (Contract ended)**

**June 2018 to August 2018**

* Focus on enhancing features related to calendar management, real-time communication, photo integration, and field technician tracking.
* Conduct user research including interviews, surveys, and usability testing to understand user needs and pain points.
* Collaborate with cross-functional teams to conceptualize and prioritize feature enhancements.
* Design intuitive interfaces for calendar management, improving usability, efficiency, and flexibility.
* Enhance real-time communication features, ensuring seamless interaction among team members.
* Improve photo upload processes for reports, enabling easy annotation and markup functionalities.
* Dashboard design for real-time tracking of field technicians, providing visibility into whereabouts and job statuses.

**Reason for employment gap: Took time off for travel international abroad.**

**7-Eleven, Irving, TX**

**Senior User Experience Designer (Contract ended)**

**February 2017 to March 2017**

* Developed a comprehensive members loyalty program through research driven with Ai analysis for user interviews, and data analysis.
* Created an in-store timed offering system aligned with marketing strategies, leveraging customer data and preferences.
* Collaborated closely with developers to ensure seamless functionality and performance of designs across platforms.
* Responsibilities include crafting intuitive, engaging, and rewarding Figma designed experiences for customers.
* Drive foot traffic, increase sales, and foster deeper connections with customers through personalized promotions.

**Verizon, Dallas, TX**

**Operations Manager for UX Design (Contract ended)**

**November 2016 to February 2017**

* Driving UX Innovation led the design team in developing the VNS NetSecure Monitor application's UX, ensuring a user-centered approach.
* Enhanced UX with advanced UI Leveraging a Microsoft Bing map interface, incorporating micro frontend interactions to elevate the application's usability and visual appeal.
* Facilitated an Agile Process conducting daily standup scrums, ensuring alignment between sprint cycles, business needs, and strategic objectives.
* Grounded Design in User Research Conducting comprehensive user research to inform the information architecture, ensuring that design decisions were data-driven and user-focused.
* Championed Responsiveness and accessible focus, ensuring applications provided a seamless user experience across all devices.
* Collaborating For Success Working closely with the development team to ensure the feasibility and effective implementation of the design vision.
* Aligning with Strategic goals presenting designs and progress to leadership and key stakeholders, gathering feedback and aligning the project with Verizon's broader strategic objectives.

**Safeco, Seattle, WA**

**Senior User Experience Designer (Contract ended)**

**February 2016 to June 2016**

* Conduct comprehensive user research and analysis to understand end-client and vendor needs.
* Develop design strategies aligned with business objectives and user insights.
* Design intuitive and visually appealing user interfaces for micro frontend applications.
* Collaborate closely with third-party vendors to meet their requirements and integrate seamlessly.
* Optimize conversion funnels through A/B testing, user journey mapping, and iterative design improvements.
* Implement persuasive design techniques to promote upselling and cross-selling of insurance products.
* Enhance account management functionalities for end clients to improve user retention.
* Conduct usability testing and gather feedback for iterative improvement of designs.
* Manage stakeholder expectations and advocate for user-centered design principles.
* Stay updated on industry trends and incorporate new methodologies and tools for innovation.

**Microsoft - Azure, Redmond, WA**

**Senior User Experience Designer (Contract ended)**

**August 2015 to October 2015**

* Craft intuitive user experiences for a SAAS platform's account management dashboard.
* Collaborate closely with developers to ensure flawless execution and quality assurance.
* Conduct rigorous testing and maintain pixel-perfect designs to uphold high standards.
* Drive innovation by staying abreast of UX trends and pushing boundaries with developer partnerships.
* Elevate user satisfaction by creating a dashboard that delights and empowers users.
* Led presentations to business owners and key stakeholders to drive technological innovation.

**T-Mobile, Bellevue, WA**

**Senior User Experience Design Researcher (Contract ended)**

**November 2014 to March 2015**

* User-Centric Innovation: Prioritized user feedback to drive intuitive interfaces and customer-centric functionalities.
* Rapid Prototyping: Transformed insights into tangible prototypes, enabling swift iterations based on real-world analysis.
* Seamless Account Management: Engineered applications for frictionless navigation through account tasks, from payments to upgrades.
* Driving Upgrade Conversions: Crafted persuasive design pathways to seamlessly guide users towards unlocking enhanced telecom services.
* Conducted call center operator observations and collected research based on solutions for end client account management using A/B testing, card sorting, and heuristic evaluation methods.

**Microsoft – Volume Licensing Group, OEM (NGVL), Redmond, WA**

**UX Design Manager (Contract ended)**

**July 2013 to October 2014**

* Driving modernized the update of the portal's UI using HTML/CSS3, which improved the user experience for third-party vendors and streamlined service calls.
* Championed Usability Testing and led efforts to gather and analyze usability data for B2B web applications, ensuring that our design solutions were informed by real user feedback.
* Implemented Research Driven-Driven solutions applied from insights from user research to develop innovative UI/UX strategies that resonated with our users.
* Managed Complex Design Projects overseeing the design of multi-level applications within the portal, ensuring seamless account management experiences
* Ensuring Quality Assurance managing the QA process, working closely with the development team to maintain the highest standards of quality in our applications.

**T-Mobile, Bothell, WA**

**Senior User Experience Designer (Contract ended)**

**February 2013 to May 2013**

* Designed and implemented UX/UI solutions for frontline applications utilized by field agents, with a focus on enhancing customer care interaction.
* Established standardized design formats tailored for tablet-based applications, specifically targeting retail account functionality. This initiative aimed to streamline processes and improve usability for key stakeholders.
* Collaborated closely with business product owners to analyze and optimize call center workflows. Through this
* collaboration, implemented UX/UI enhancements that resulted in improved efficiency and effectiveness of
* operations.
* Utilized Axure extensively for prototyping and designing interfaces, ensuring alignment with stakeholder
* requirements and industry best practices.
* Conducted user research and usability testing to gather insights and refine designs, ultimately enhancing the
* overall user experience and satisfaction utilizing heuristic methods and card sorting.

**Microsoft – Engineering Center, Redmond, WA**

**Senior User Experience Designer (Contract ended)**

**March 2012 to June 2012**

* Enhanced Learning Experience: Intuitive design and seamless navigation improve the learning journey.
* Increased Engagement: Contextualized search, inline video/live courses drive active participation.
* Efficient Knowledge Transfer: Download/upload transcripts aid in information retention and sharing.
* Streamlined Communication: Integration with email allows easy interaction with instructors.
* Optimized Scheduling: Scheduling features enable efficient time management for learning.
* Positive User Feedback and Adoption: User satisfaction and increased adoption rates reflect effective UX design.
* Measurable LearningOutcomes: Tangible skill acquisition and problem-solving improvements for engineers.

Previous Experiences:

**The Wall Street Journal, New York, NY**

**Art Director Web Product (Contract ended)**

* Lead and mentor a design team for The Wall Street Journal Online, focusing on market close charts and bi-monthly special report websites.
* Oversee the design of daily market close charts, ensuring accuracy, clarity, and aesthetic quality.
* Direct the design and creation of special report websites and interactive tools, enhancing user experience and engagement.
* Collaborate closely with editorial, product, and technology teams to align design solutions with business goals.
* Ensure brand consistency across all digital products, maintaining The Wall Street Journal's visual identity and industry standards.

**Real Estate Forum Publishing, New York, NY**

**Art Director (Contract ended)**

* Established and managed rapid publishing production schedules for a real estate monthly magazine.
* Lead and coordinated a team of designers from concept to completion of each issue.
* Ensured high-quality, on-brand visual content was delivered on time.
* Created streamlined workflows for efficient, fast-paced production.
* Balanced creative vision with practical execution to highlight real estate market trends.

**Parsons School of Design, New York, NY**

* **BFA in Focus: Communication Design**

**Certifications**

Parsons School of Design, New York, NY Certificate

* Focus: New Media Design

School of Visual Arts, New York, NY, Certificate

* Focus: Computer Science

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

* Focus: Business Administration, Management, Marketing, and Related Support Services

 New York School of Printing, New York, NY, Certificate

* Focus: Journalism, Publishing, Printing

**Portfolio Additional Links**

**Wireframes, Prototypes, Web Design, Graphics and such…**

**7-Eleven:**<https://xd.adobe.com/view/105f5084-ca2b-4ad6-4a59-28b817d8a4e5-666e/?fullscreen>

**Microsoft:** <https://xd.adobe.com/view/bd01a209-b624-46b0-6610-528927ce1318-cb30/?fullscreen&hints=off>

**Salesforce:** <https://xd.adobe.com/view/e97c5943-2c92-436d-5648-8ca0edc003eb-9f4d/screen/ced7a787-5056-42eb-8c00-0aab17a88e13>

**The Wall Street Journal:** <https://xd.adobe.com/view/bb329842-606c-448b-4a14-2a201845378b-cd03/?fullscreen&hints=off>

**Verizon:** <https://xd.adobe.com/view/f93ebe35-e7fb-4e03-7142-9af386ddaca9-8f0f/?fullscreen>

**Behance portfolio:** <https://www.behance.net/RandolphK>