

RANDY RODRIGUEZ

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[Web Portfolio](#)

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As a dynamic Senior UX Designer, I've continuously evolved my approach maximizing user experience, incorporating progressive design techniques, and leveraging AI to enhance the user journey. Spanning diverse sectors including finance, telecom, aerospace. I've honed my skills in crafting intuitive applications for web and mobile platforms, serving both B2B and B2C markets.

My expertise extends beyond traditional UX methodologies; I actively employ heuristic evaluation to uncover opportunities for innovation. By integrating AI-driven solutions, I've been able to create engaging experiences that anticipate user needs and preferences, ultimately driving higher levels of satisfaction and usability.

I am passionate about delivering seamless interactions and thrive on solving application obstacles within user journeys. Whether it's simplifying complex processes or optimizing workflows. My dedication is to ensure a frictionless experience for end-users.

Moreover, my proficiency in scripting allows me to creatively structure and connect multiple applications seamlessly, enabling a cohesive experience across inter-application communication and platforms. This integration of AI and scripting not only enhances functionality but also optimizes efficiency, contributing to a more streamlined and effective user experience overall.

In summary, my professional journey is defined by a commitment to cutting-edge UX design, fueled by a passion for innovation and a dedication to creating meaningful connections between users and technology. Through the strategic use of progressive design and AI-driven solutions, I continuously strive to elevate the digital experiences of users across diverse industries.

LEADERSHIP SUCCESS RECORD

- Spearheading the implementation of core strategies and fostering innovation in UX 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 cohesive teams and fostering a culture of continuous improvement for sustained productivity and growth

AREAS OF FOCUS

UX STRATEGY - Roadmap and Planning, Wire framing, User Centric, Lean & Agile UX

HUMAN CENTERED INTERACTION - Cognitive Psychology and Human Interface Principles

TECHNOLOGIES – Native Mobile, Web, Gestural, Touch, Voice, Digital Interfaces, Cross-Media

SOFTWARE SKILLS

CREATIVE: Adobe Creative Suite, Affinity Software,

UX/UI: Figma, Axure, Sketch, Adobe XD, Miro

BUSINESS: Word, Excel, PowerPoint, JIRA, Airtable, Trello

DEVELOPMENT: HTML5, CSS, WordPress, Bootstrap

LANGUAGES: R/W/S Spanish and English

UX PROFESSIONAL CONSULTANT EXPERIENCE

Rioux Media, Montréal, CA – January 2023 – March 2024

Lead User Experience Designer

Successful outcomes:

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

TRUIST BANK, Atlanta, GA – July 2022 – February 2023

Senior User Experience Designer

Successful outcomes:

- Crafting a revolutionary banking web app experience from mobile devices.
- Seamlessly transition from loan management to personalized savings goals with ease.
- Created functionality to set multiple goals tailored to user aspirations, from buying a house to saving for college.
- Utilize budget management tools for precise allocation of funds towards user goals.
- Receive real-time updates and insightful tips via internal messaging, acting as a personal financial advisor.
- Meticulously designed user experience stays true to brand identity through exhaustive research and heuristic evaluations.

MATHWORKS, Natick, MA – October 2021 – June 2022

Senior User Experience Designer

Successful outcomes:

- 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.
- Customizable Widgets: Tailored micro frontend components allow users to personalize their workspace, and theoretical explorations boosting engagement and productivity.
- 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 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 – March 2021 – September 2021

Senior User Experience Designer

Successful outcomes:

- 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.
- Develop user personas and journeys to inform design decisions.
- Design 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 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 – August 2018 – February 2021

Senior User Experience

Successful outcomes:

- 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 – June 2018 – August 2018

Senior User Experience Designer

Successful outcomes:

- 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.

7-ELEVEN, Irving, TX - February 2017 – March 2017

Senior User Experience Designer

Successful outcomes:

- Main initiative on driving sales and enhancing customer loyalty within mobile device application.
- Developed a comprehensive loyalty program through research, 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 digital experiences for customers.
- Aim to drive foot traffic, increase sales, and foster deeper connections with customers through personalized promotions.

- Role involves translating design concepts into functional digital experiences that exceed customer expectations resulting in deeper brand loyalty.

VERIZON, Dallas, TX - November 2016 – February 2017

Senior User Experience Designer

Successful outcomes:

- Led a nimble design team in creating VNS NetSecure Monitor application's UX design.
- Utilized a Microsoft Bing map interface with micro frontend interactions to enhance user experience.
- Conducted daily standup scrums to synchronize sprint cycles with business needs and objectives.
- Conducted thorough user research to inform the intuitive information architecture and design decisions.
- Ensured responsive design and accessibility considerations for seamless usability across devices.
- Collaborated closely with the development team to ensure feasibility and implementation of the design vision.
- Presented to leadership and key stakeholders to gather feedback and align project with strategic objectives.

SAFECO, Seattle, WA - February 2016 – June 2016

Senior User Experience Designer

Successful outcomes:

- 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 - August 2015 – October 2015

Senior User Experience Designer

Successful outcomes:

- 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 - November 2014 – March 2015

Senior User Experience Designer

Successful outcomes:

- 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.

MICROSOFT – VOLUME LICENSING GROUP, OEM (NGVL), Redmond, WA July 2013 – October 2014

Senior User Experience Designer

Successful outcomes:

- Modernized UI (HMTL/CSS3) for OEM portal for 3rd party vendors and improved service calls.
- Mobilized design effort gathering usability testing data of B2B web apps for OEM.
- Leveraged patterns and methodologies from user research, resulting in UI/UX innovative solutions.
- Managed multi-level application design for portal account management.
- QA of applications in production from development team.

T-MOBILE, Bothell, WA February 2013 – May 2013

Senior User Experience Designer

Successful outcomes:

- 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.

MICROSOFT – ENGINEERING CENTER, Redmond, WA March 2012 – June 2012

Senior User Experience Designer

Successful outcomes:

- 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 Learning Outcomes: Tangible skill acquisition and problem-solving improvements for engineers.

MARCHEX, Seattle, WA - May 2009 – August 2009

Senior User Experience Designer

Successful outcomes:

- Design and develop interactive landing pages to optimize user engagement and encourage.
- Create visually striking HTML5-based advertisements and banners, incorporating animation to capture attention and drive traffic.
- Utilize market data to inform design decisions and effectively position clients within their industries and target markets.
- Collaborate closely with clients to understand their goals, preferences, and brand identities.
- Stay updated with the latest trends and technologies in UX design and online marketing to continuously improve design solutions.

FN NETWORKS, Seattle, WA - February 2009 – May 2009

Senior User Experience Designer

Successful outcomes:

- Spearheaded UX design for FN Network's NetConnect Pro, integrating form factor design with user experience enhancements.
- Meticulously crafted visually appealing and ergonomic interfaces for seamless navigation across devices.
- Prioritized user needs and behaviors through extensive research and persona development.
- Streamlined administrator workflows, reducing cognitive load, and enabling quicker decision-making.
- Collaborated closely with cross-functional teams to iterate designs based on user feedback and technical feasibility.
- Delivered a solution that significantly enhances administrator performance across global networks.

EDUCATION

NEW YORK SCHOOL OF PRINTING, New York, NY

Focus: Journalism, Publishing, Printing, 1981

PARSONS SCHOOL OF DESIGN, New York, NY

Focus: Communication Design, 1988

Focus: New Media Design, 2017

SCHOOL OF VISUAL ARTS, New York, NY

Focus: Computer Science, 1990

BARUCH COLLEGE ZICKLIN SCHOOL OF BUSINESS, New York, NY

Focus: Business Administration, Management, Marketing, and Related Support Services, 1991

PORTFOLIO

Additional links:

Wireframes, Prototypes, Web Design, Graphics and such...

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

7-Eleven

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

Microsoft

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

Salesforce

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

The Wall Street Journal.

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

Verizon

<https://www.behance.net/RandolphK>

Behance portfolio

<https://RandyRodriguez.info>

Web portfolio