

IGOR RODRIGUEZ

Staff Product Designer · Design Manager · Platform & Systems Leader

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AT A GLANCE

I've spent 15 years working across SaaS, fintech, health tech, and eCommerce usually as the person responsible for both the craft and the org. I've grown design teams, led zero-to-one builds, and shipped a platform that was eventually acquired. More recently I've used AI tooling to fast track three projects from quarterly timelines to a matter of weeks. I do my best work when I'm close to the strategy, not just the execution. Looking for a Staff or Lead role, ideally somewhere with a clear path to VP.

47% conversion lift · 60% efficiency gain · 5 person team built & led · \$2B AUM platform (acquired) · AI tooling: quarters to weeks

EXPERIENCE

Senior Product Designer

Kandji (now Iru) - Endpoint Security , SaaS

Coral Gable, FL
12/2024 - Present

Platform level design ownership with org wide scope across 3+ product teams. Parallel track: design systems leadership + hands on AI powered prototyping.

- **Design systems rebuild:** Led the full migration to ShadCN, aligning 3 product teams on a single themeable foundation, cutting cross team redundancy by 60% and establishing the shared component language now used across every product surface.
- **Conversion & monetization:** Owned onboarding and plan management end to end, lifting conversion 47% through a simplified user journey that simultaneously unlocked multi SKU and multi product expansion architecture.
- **AI-powered prototyping tool:** Among the first two designers to adopt an in house AI tool that pulls live GitHub code, enabling prototype to production testing of micro interactions before any engineering push. Fast tracked 3 projects that would have taken a full quarter, cutting delivery time by 50%+, while coleading the design system rework needed to ensure the tool's output meets production grade code standards.
- **Platform UX:** Overhauled the core dashboard, unified information architecture and reduced cognitive load, producing a 37% gain in task completion speed.
- **Design operations:** Established Figma to dev handoff workflows adopted company wide, becoming the de facto design ops standard and meaningfully accelerating review cycles across teams.
- **Executive alignment:** Served as the strategic design voice in leadership discussions, directly shaping platform roadmap and product strategy decisions.a

Design Manager

eMed - Health, Tech

Miami, FL
11/2021 - 12/2024

Full management scope: hired and led a 5 person team, owned org wide design standards, and drove cross functional strategy across Product, Engineering, Research, and CX.

- **Team building:** Hired, structured, and grew a 5 person design team, established rituals, a feedback culture, and a performance bar that lowered turnover and raised output quality across every product line.
- **Org wide standardization:** Created shared design patterns and documentation used across all products, eliminated duplicate work, raised consistency, and measurably increased team velocity.
- **Business impact:** Led a platform wide UX overhaul producing a 20% increase in user satisfaction scores, which directly shaped the next two quarters of executive roadmap priorities.
- **Stakeholder alignment:** Built and ran cross functional cadences across 4 departments, reduced decision lag and accelerated feature launches company wide.
- **Strategic voice:** Served as design's primary liaison to executive leadership, translating research into roadmap ready recommendations that influenced C level planning.

Zero to one design lead for an institutional fixed income platform. Partnered with founders. Platform acquired by FNZ supporting \$2B+ in managed assets.

- **Zero-to-one ownership:** Sole design lead from concept to launch, defined interaction models, design system, and component library for an enterprise grade financial platform built for acquisition.
- **Complex domain design:** Translated institutional fixed income workflows into intuitive experiences serving both advisor facing and institutional users with fundamentally different mental models.
- **Acquisition impact:** Contributed directly to \$18M raised and \$2B+ AUM pre acquisition, the design system and architecture held through FNZ's full platform integration.
- **Scalable systems:** Built a component architecture enabling enterprise white labeling and multi product flexibility, designed to outlast rapid early stage iteration.

eCommerce UX lead in partnership with VP and Director level stakeholders.

- **eCommerce conversion:** Led redesign of core conversion flows, improved usability and conversion across the primary web experience.
- **Research-driven execution:** Ran user research and competitive analysis that directly shaped design decisions; delivered high-fidelity prototypes for major site updates.

Foundation years across agencies and startups. Built the craft, brand, and cross functional instincts that now inform leadership decisions.

- **Full-stack visual range:** Responsive web, brand systems, packaging, mobile UX, marketing assets, and corporate branding manuals, shipped across industries in fast-moving, resource-constrained environments.

CORE COMPETENCIES

Leadership: Team Building · Hiring & Performance Management · Mentorship · Design Operations · Stakeholder Alignment · Executive Communication · Cross Functional Governance

Platform & Strategy: Platform Thinking · Multi SKU Architecture · Conversion Optimization · UX Architecture · Roadmap Influence · Monetization Flows · AI Assisted Prototyping

Systems & Craft: Design Systems · Component Architecture · ShadCN · UX Research · High-Fidelity Prototyping · Agile Development · Live Code Prototyping

Tools: Figma · ShadCN · Miro · Linear · Jira · Adobe CC · Maze · GitHub · Claude · AI-assisted workflows

Languages: English (Fluent) · Spanish (Native)

EDUCATION

BFA, Visual Communication Design

University of Hartford

West Hartford, CT

08/2012 - 05/2015

AS, Graphic Design

Manchester Community College

09/2010 - 06/2012

08/2012 - 05/2015

CERTIFICATIONS

Google PM Certificate - Google / Coursera

Team Essentials for AI - IBM

Agile Project Management - Google / Coursera

UX Design Specialization - Google / Coursera

Enterprise Design Thinking Practitioner - IBM

KEY WINS

Built & Led a 5 Person Design Org

Hired from scratch at eMed, established team culture, performance standards, and creative direction, reduced turnover and increased output quality across all product lines.

47% Conversion Lift via Onboarding Redesign

Simplified and re architected the full onboarding and plan management journey at Kandji, unlocking both immediate conversion gains and future multi SKU expansion.

AI Prototyping, 2 Projects from Quarter to Weeks

One of the first to adopt Kandji's in house AI tool connecting live GitHub code to design. Fast-tracked delivery by 50%+ and helped rework the design system to ensure production-clean output.

Platform Acquired by FNZ, \$2B+ AUM

Designed the zero to one system at YieldX from the ground up. The product and architecture held through acquisition and full platform integration.

60% System Efficiency via Design System Rebuild

Led the ShadCN based rebuild at Kandji, aligned 3 product teams on one foundation, eliminating redundancy and becoming the company-wide design standard.

20% User Satisfaction Increase

Drove a platform wide UX overhaul at eMed that exceeded department targets and directly influenced executive-level roadmap decisions for the following two quarters.