JONES RINALDIN CHRIST E

UX PRODUCT DESIGNER

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PROFESSIONAL SUMMARY

UX Product Designer with **2 years of hands-on experience** designing user-first digital experiences from problem understanding and research through wireframes, user flows, prototypes, visual design, testing, and iteration. Strong Design Thinking foundation with experience translating user needs and business goals into clear experiences. Also experienced in client-facing visual and campaign work, bringing product thinking and communication design into end-to-end projects.

CORE PRODUCT & UX SKILLS

Product & UX: Design Thinking • User-Centered Design • UX Research • User Flows • Information Architecture • Wireframing • Prototyping • Usability Testing • Interaction Design • Visual Design

Problem Solving: User Needs • Business Goals • Insight Synthesis • Personas • Empathy Maps • User Stories • Pain Points • Competitor Analysis • Journey Mapping • Rapid Iteration

Communication: Client Collaboration • Campaign/Marketing Assets • Brand Identity • Social Creatives • Presentation & Visual Communication

PROFESSIONAL EXPERIENCE

UI/UX Designer | Rude Labs — Jul 2025 – Jul 2026

• Designed end-to-end web and mobile experiences from requirements through user flows, wireframes, high-fidelity UI, prototypes, and delivery.
• Collaborated with clients and cross-functional teams to understand business goals and translate them into usable digital experiences.
• Created campaign assets, social creatives, websites, menus, promotional materials, brand identities, logos, guidelines, and marketing collateral.
• Balanced user experience, visual communication, and business objectives across different client projects.

Product Designer | PIAX — Jan 2024 – Jun 2025

• Founding-team product designer shaping product vision and strategy from ideation through product development.
• Conducted research with **150+ survey responses** and **20+ interviews**; translated insights into product decisions, personas, flows, prototypes, and design iterations.
• Applied Design Thinking end-to-end across empathize, define, ideate, prototype, and test stages, with **140+ mobile** and **30+ smartwatch interfaces**.
• Built a unified Design System and designed/tested interactive prototypes; resume records a **50% reduction in usability issues pre-launch**.

SELECTED PROJECTS

PIAX — Sustainable Menstrual Health & Care | Research + Product Design

• Used research, competitor analysis, personas, empathy mapping, IA, user flows, prototyping, usability testing, and iteration to solve a user-centered problem.
• Designed a multi-feature experience combining cycle tracking, personalized insights, professional support, community, product ordering, and reminders.

Foodcipe — Personalized Meal Planning App | Product + UX/UI

• Designed personalized recipe discovery, meal planning, ingredient management, nutrition, and shopping workflows using the Double Diamond process.
• Focused on simplifying decisions around dietary preferences, available ingredients, and cooking goals.

CareFlow — Action-First Healthcare Experience | Product + UX/UI

• Structured fragmented healthcare instructions around next actions, care timelines, reminders, progress, and trusted-person support.
• Applied systems thinking to balance independence, privacy, family support, and usability.

TOOLS & TECHNOLOGIES

Figma • FigJam • Miro • Notion • Balsamiq • Framer • Webflow • Photoshop • Illustrator • After Effects • Spline • ChatGPT • Claude • HTML/CSS • Power BI • SQL • Python

EDUCATION & CERTIFICATIONS

B.E. Information Technology — C. Abdul Hakeem College of Engineering and Technology | **CGPA 8.19** | 2019–2023

Google UX Design Professional Certificate — Coursera | 7-course series | 2023–2024

Graphic Design Mastery — Udemy | 2023