

# Igor Rodriguez

## Versatile Design Leader: Evolving from Graphic Design to UX/UI Excellence & Team Leadership

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### SUMMARY

Creative and strategic Design Manager with a robust background in graphic design, UX/UI, and product design, now specializing in leading and mentoring cross-functional design teams. Leveraging a decade of experience in driving user-centered design solutions from concept to launch, I excel in transforming complex challenges into innovative and intuitive digital experiences. Eager to contribute my expertise to top-tier organizations like Google, Apple, OKta, Amazon, Microsoft, and Walt Disney Company, where I can continue evolving as a leader, fostering collaboration, and delivering high-impact designs that enhance user engagement and satisfaction.

### EDUCATION

#### BFA in Visual Communication Design University of Hartford

2012 - 2015 West Hartford, CT

#### AS - Graphic Design Manchester Community College

2010 - 2012 Manchester, CT

### CERTIFICATION

#### Google Project Management: Specialization

Google/Coursera, June 2022

#### Agile Project Management

Google/Coursera, April 2022

#### UX Design Essentials: Adobe XD

Udemy, August 2018

#### Applying Project Management in the Real World

Google/Coursera, April 2022

#### Enterprise Design Thinking Practitioner Real World

IBM, June 2020

#### Build Responsive Website: HTML5 CSS3

Google/Coursera, April 2022

#### Diving in with InVision Studio

Udemy, May 2018

#### Project Execution: Running the Project

Google/Coursera, March 2022

#### Foundations of Project Management

Google/Coursera, February 2022

#### Enterprise Design Thinking: Team Essentials for AI

Google/Coursera, April 2022

#### Project Initiation: Starting A Successful Project

Google/Coursera, March 2022

#### Project Planning: Putting It All Together

Google/Coursera, April 2022

### EXPERIENCE

#### Design Manager

eMed®

11/2021 - Present Miami, FL

- Direct the overall user experience and standardize digital assets across all company platforms, ensuring a cohesive interface.
- Guide and mentor a team of five designers, setting strategic goals and developing design roadmaps to deliver effective design solutions.
- Enhance collaboration between marketing and product teams, leading to improved integration and a significant increase in productivity.
- Partner with cross-functional teams, including Architecture, Research, and Customer Experience, to create innovative solutions based on user feedback, resulting in novel approaches to product development.
- Initiate and manage stakeholder meetings to streamline decision-making processes for product adjustments and new developments.
- Build and lead a diverse design team, optimizing their skills and contributions, and collaborate with R&D to develop and patent future UX enhancements.

#### Senior Product Designer

YieldX

10/2019 - 11/2021 Miami, FL

- Partnered with the CXO to develop and execute comprehensive product strategies from conception through completion.
- Focused on elevating the user experience by providing expert guidance on user interface design.
- Coordinated weekly with development, marketing, and business leaders to ensure unified product strategies and cohesive execution.
- Employed Miro to map out product flows and user interactions, which were then translated into design concepts using Figma.
- Designed and delivered high-quality prototypes and design assets in Figma, facilitating smooth development processes.
- Managed multiple concurrent projects with tight deadlines, maintaining high design standards and quality.

#### UX Developer

Norwegian Cruise Line

01/2019 - 01/2020 Miami, FL

- Led weekly strategy meetings with the VP and Director of eCommerce to align product direction with user-centered design principles, translating insights into innovative concepts.
- Implemented new and enhanced existing user experience designs to optimize product usability.
- Conducted continuous research to maintain and improve the user experience for consumers.
- Collaborated with analytics and development teams to deliver design requirements and assets for effective product implementation.
- Developed wireframes and high-fidelity prototypes for website and landing page revamps, providing essential assets to engineers.
- Monitored industry trends to ensure designs were current and met the highest standards of efficiency and accuracy.

#### Digital UI Designer

CosmoFrance

08/2017 - 01/2019 Miami, FL

- Produced high-fidelity prototypes and delivered website assets to the engineering team for seamless implementation.
- Spearheaded wireframing for website revamps, email blasts, and landing page designs, ensuring cohesive and user-friendly interfaces.
- Managed branding across print and digital platforms, maintaining consistency and alignment with company standards.
- Monitored and applied the latest design trends to deliver fresh, contemporary, and visually engaging designs.
- Initiated and led strategic projects to address company needs, driving innovation and efficiency.
- Designed marketing collateral for sales teams, patients, and doctors, effectively communicating product benefits and enhancing client understanding.

## KEY ACHIEVEMENTS



### Led Design Team Expansion

Successfully established and grew a diverse design team from scratch, mentoring five designers and enhancing their contributions to the company.



### Revamped UX/UI for High-Impact Products

Directed the redesign of major product interfaces, resulting in significantly improved user experiences and higher user satisfaction scores.



### Innovative Design Solutions

Collaborated with cross-functional teams to develop and implement groundbreaking UX solutions, including patented future UX enhancements.



### Streamlined Stakeholder Communication

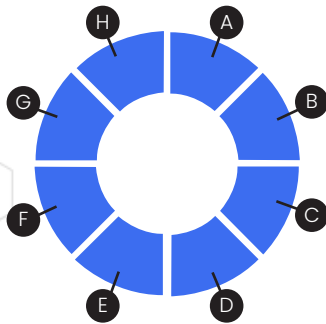
Created and led effective stakeholder meetings, facilitating faster decision-making and more accurate adjustments for product developments.



### Enhanced Collaboration Across Teams

Bridged gaps between marketing and product teams, boosting productivity and fostering seamless collaboration, which improved overall project outcomes.

MY TIME



- A** Directing Product User Experience
- B** Leading Design Team Meetings
- C** Bridging Team Collaboration Gaps
- D** Developing Innovative UX Solutions
- E** Creating Stakeholder Meetings
- F** Establishing & Growing Design Teams
- G** Collaborating on UX Enhancements
- H** Managing Multiple Design Projects

## EXPERIENCE

### Digital Designer

#### Total Mortgage

11/2015 - 08/2017 Mildford, CT

- Partnered with front-end engineers and the lead designer to improve website and landing page designs, employing UX methodologies and providing key assets for seamless implementation.
- Developed custom designs for social media campaigns, effectively promoting the company across multiple platforms.
- Created visually compelling infographics and headers to enhance daily blog posts and engage readers.
- Supplied the sales team with customized collateral materials, supporting their efforts in client acquisition and retention.
- Collaborated on the redesign of website elements, ensuring a cohesive user experience aligned with company goals.
- Assisted in maintaining brand

### Digital Designer

#### Bad-elf

07/2014 - 11/2015 East Hartford, CT

- Collaborated with the owner to align marketing and branding efforts with current technology trends.
- Designed and developed packaging templates for both existing and new products, enhancing product presentation.
- Led website revamps including redesigns and mobile views, focusing on wireframing, UI design, and UX improvements.
- Contributed to the creation of a corporate branding manual, ensuring consistent and clear branding across all materials.
- Managed product photography and executed post-production editing to elevate product imagery.
- Played a key role in enhancing user experience through innovative design solutions and enhancements.

## EXPERIENCE

Design Manager	UX/UI Design	Product Design	Design Systems
Persona Development	User Research	Design Leadership	Mentorship
Team Collaboration	Stakeholder Meetings	Branding Management	
Client Management	High-Fidelity Prototypes	Wireframing	
User-Centered Design	Problem Solving	Agile Project Management	
Architecture	Component-Based Design	iOS & Android	Quality Assurance
Workflow Management	iOS Development	Android Development	Figma
Miro	Github	Design Strategy	

## LANGUAGES

Spanish Native ●●●●● Spanish Native ●●●●●

## MY LIFE PHILOSOPHY

"All our dreams can come true, if we have the courage to pursue them."

-Walt Disney