

RANDY RODRIGUEZ

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A World-Class, collaborative and innovative, IT professional experienced in delivering customer focused web and native application solutions for multiple platform devices. An energetic, and versatile senior level creative professional skilled in product feature enhancement and project management. A client focused leader with superior ability to facilitate and articulate complex projects for software, telecom, insurance, aerospace, and retail markets.

PROFESSIONAL SKILLS

- Expert in Adobe Photoshop, Illustrator, InDesign, Acrobat, Digital Design, Animation
- Wire Frame design with Axure, Sketch
- Proficient in Microsoft Word, Excel, PowerPoint
- Development with Bootstrap, HTML5, CSS, Dreamweaver, WordPress
- Critical Thinking - Monitors, evaluates, partners and revises project plans, utilizing business analysis and working closely with all departments to ensure company needs are achieved. Utilizes app/web design and development, tech tools such as prototyping, digital solutions, and research on both Tablets, Apple and PC platforms to achieve corporate goals.
- Quality Assurance - Assesses effectiveness and quality of services provided for functional and budgetary impact. Employs principles and practices for accessibility compliance. Successful collaboration focused outcomes.
- Bilingual in Spanish and English

PROFESSIONAL EXPERIENCES

7-ELEVEN, IRVING, TX

Senior User Experience Designer, February 2017 – March 2017

- Illustrated application journey based on innovation of design for iOS and Android platforms
- Communicated with senior leadership on design, identified technical challenges and solutions
- Created low and high fidelity wireframes in Adobe XD for stakeholders team meetings
- Managed quality assurance of development team prototype to align with design mockups

VERIZON, IRVING, TX

Senior User Experience Design Researcher, November 2016 – February 2017

- Designed wireframe micro-interactions for feature enhancements for internal web applications
- Balanced sprint based design delivery for business stakeholder presentations
- Created interactive prototypes of new features for stakeholders and development team
- Art directed overseas design team deliverables to align with business expectations
- Managed project feature enhancements based on API technical standards

ZENSA, LLC, REDMOND, WA

Director of User Experience, July 2016 – November 2016

- Lead feature enhancements for SaaS mobile creation platform and increased the subscriber base by 10%
- Managed project sprints for design delivery calendar for consumer facing apps ported to iOS and Android
- Presented bi-weekly interactive wireframe prototypes of new features to executive and business stakeholders
- Partnered weekly with development teams to ensure QAT was performed prior to product ship
- Spearheaded design sprints to maintain deadlines for offshore design teams and align with business

SAFECO, SEATTLE, WA

Senior User Experience Designer, February 2016 – June 2016

- Conceptualized user flows for field agent teams and 3rd party vendor applications implemented quarterly
- Leveraged design patterns, behaviors and methodologies from user research in weekly reviews
- Optimized agent facing forms for web applications and web pages for company microsites
- Strategized with project managers to produce efficient ideas for user flows of business applications
- Created Sketch mobile library of components for UX design team aid in creation of iOS and Android apps

MICROSOFT - AZURE, REDMOND, WA

Senior User Experience Designer, December 2013 – February 2016

- Conceived responsive web app design for Azure client web services portal increasing usability 15%
- Led design utilizing research conducted within Microsoft minimizing time loss servicing 3rd party clients
- Translated Sketch wireframes to drive UX patterns and behaviors to improve the user experience
- Maintained compliance with Microsoft usability requirements and software development protocols
- Championed the UX design review with business stakeholders creating new solutions for clients

MICROSOFT – VOLUME LICENSING/OEM, REDMOND, WA

Senior User Experience Designer

- Modernized User Interface for OEM portal used by 3rd party vendors and improved service calls
- Mobilized design effort for wireframes of B2B web apps for OEMs (Original Equipment Manufacturers)
- Maximized patterns and methodologies from UI/UX user research, resulting in innovative solutions
- Managed multi-level application design for portal end users account self-management
- Approved development quality of applications in production from software development engineers (SDE)
- Led visual design effort by utilizing research and gathering usability data from testing to improve web app

MICROSOFT – ENGINEERING CENTER, REDMOND, WA

Senior User Experience Designer

- Enhanced search functionality to provide contextualized multi-level sort system returning efficient results
- Initiated new page patterns for a streamlined workflow for internal associates using the MyLearning portal
- Integrated global and local navigation systems to work with microsites improving usability

T-MOBILE, BELLEVUE, WA

Senior User Experience Designer, January 2012 – December 2013

- Advanced alignment of business requirements by crafting use case personas and scenarios from research
- Designed interactive wireframes in an agile team environment to provide rapid iteration based on feedback
- Consolidated multiple ticketing systems, improving communication and consumer solutions to manage process of tracking Return Merchandise Authorizations (RMA) ensuring consistent high quality performance outcomes
- Developed information architecture that improved customer flow for mobile device account management

- Managed product design deliverables for offshore technical team consumption

T-MOBILE, BOTHELL, WA
Senior User Experience Designer

- Drove design of frontline applications used by field agents for improving customer care
- Established design for tablets based application functionality for management of retail customer accounts
- Collaborated with business product owners with a focus on improving call center workflows

BOEING, BELLEVUE, WA
Senior Communications Designer, August 2011 – January 2012

- Composed senior level executive communications for 1Network infrastructure for leadership review
- Formulated branded network presentations for event planning and team conferences
- Developed infographics, charts, and graphs to support Director-led executive board meetings

R/CS MEDIA, NEW YORK, NY
Lead User Experience Designer, January 2011 – August 2011

- Created mobile applications for retail clients to successfully support offline campaigns
- Implemented a standardized strategy of specifications for launching online and offline campaigns
- Launched beta-tests of e-commerce web site to improve for user needs and user flow
- Coached junior designers to establish online library of components and HTML documentation
- Produced interactive prototypes for senior leadership and client presentations for acquiring new clients

EDDIE BAUER, BELLEVUE, WA
Senior Graphic Designer, September 2009 – January 2011

- Championed redesign of flagship retail space by creating a shop within a shop to promote brand history
- Increased revenue for men's casual product category from \$250K to \$3.5M in 15 months
- Managed product design and development of men's graphic design program for flagship stores
- Coordinated with marketing team for product development and retail placement within flagship stores
- Expanded company's market appeal using research on the life story of Eddie Bauer by incorporating legacy content in graphic designs to reinvigorate the brand
- Initiated mobile iOS app need based on business analysis resulting in a prototype to capture brand excitement and social network communication
- Established visual libraries for enterprise wide access across functional teams producing retail products
- Researched industry trends, competitor retail presence, and market cap with review and analysis with CEO

MARCHEX, SEATTLE, WA
Senior User Experience Designer, October 2008 – September 2009

- Composed interactive landing pages for client directory listings
- Developed ad banners for search engine placement
- Created animated wireframes for online marketing campaigns for webinars
- Presented weekly interactive prototypes to executive level and business stakeholders

FN NETWORKS, SEATTLE, WA
Senior Graphic Designer, August 2008 – October 2008

- Customized marketing product pages for international cross functional partners
- Delivered trade show presentations to promote new product releases
- Managed workflow calendar to keep project on deadline and within budget

POLO RALPH LAUREN, NEW YORK, NY
Senior Graphic Designer, July 2005 – June 2008

- Crafted brand identity for multiple Polo labels, Purple Label, Black Label, Pink Pony and Rugby
- Formulated market detail analysis of competitor brands
- Managed project delivery within technical standards for overseas manufacturing
- Designed mood and storyboards for product development cycles
- Constructed digital library of design assets for cross functional design teams and new product launches
- Performed research to develop authentic period products for retail and couture

EDUCATION

PARSONS SCHOOL OF DESIGN, NEW YORK, NY
Focus: Communication Design

SCHOOL OF VISUAL ARTS, NEW YORK, NY
Focus: Computer Science

BARUCH COLLEGE ZICKLIN SCHOOL OF BUSINESS, NEW YORK, NY
Focus: Marketing