ERIC RODRIGUEZ

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UX Design | Project Management | Visual Design

Highly motivated UX/Product Designer with unique blend of UX design, product design, and web development skills, creating user-centric experiences. Translating user needs into intuitive and visually appealing interfaces across web and mobile apps. Collaborating with cross-functional teams to deliver innovative solutions that drive business value. Eager to leverage expertise in Figma, user research, and data analysis to contribute to user-centered design culture. *Fluent Spanish*

AREAS OF EXPERTISE

User Research ~ User-Centered Design Principles ~ Design Thinking ~ Storytelling & Presentations

UI/UX Design Best Practices ~ Visual Communication & Layout ~ Stakeholder Collaboration ~ Data Analysis

Design Systems ~ Customer Service ~ CMS ~ CRM~ Information Architect ~ Wireframing & Prototyping

PROFESSIONAL EXPERIENCE

*University of California at Los Angeles*

**E-Commerce Product Designer, Advancement Technology Solutions August 2023 to Present**

* Spearheaded design and development of new digital products, including custom event sign-up application for UCLA Events and next-generation e-commerce platform for UCLA online gifts
* Led user research and data analysis to inform design of innovative features, ensuring user-centric approach
* Managed product scope and mitigated risks, guaranteeing on-time delivery within budget
* Conducted user experience interviews with senior stakeholders to champion human-centered design principles, integrating user needs seamlessly into development of groundbreaking e-commerce platforms

**Business Success Analyst, Advancement Technology Solutions May 2018 to August 2023**

* Streamlined online giving site creation process, reducing turnaround time
* Built and launched high-performing online giving sites for UCLA External Affairs
* Mentored and trained colleagues on site creation, quality assurance testing, and best practices
* Provided subject matter expertise on online giving processes to a broad department
* Collaborated on design of mobile and web app for Alumni Association, contributing to successful product launch

**Development Assistant, Health Sciences Development – UCLA July 2017 to May 2018**

* Developed and implemented customized data reports using data processing applications, significantly improving efficiency for the Executive Director of Development
* Provided comprehensive support to the team in navigating various UCLA systems, ensuring smooth operations

EDUCATION & CERTIFICATIONS

*University of California at Los Angeles*

**Bachelor of Arts in Political Science and English June 2021**

Internships − International Institute, University Advancement & Philanthropy | Kerckhoff Coffee House Supervisor

*Coursera*

Foundations: Data, Data, Everywhere | SQL: A Practical Introduction for Querying Databases (with Honors)

Fundamentals of Visualization with Tableau | Introduction to Web Development with HTML, CSS, JavaScript

TECHNICAL SKILLS

Agile Methodology ~ Web Application Development ~ Front-End Development ~ Microsoft Suite ~ Figma

HTML ~ CSS ~ JavaScript ~ React ~ Vue ~ SFMC ~ R ~ Word Press ~ Nation Builder ~ Photoshop

VOLUNTEERING

*UCLA Latino Alumni Association*

**Website Management 2021 to Present**