

# 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**