Leonardo Rodriguez
Sr UX Designer / UX Researcher

Leonardo Rodriguez is a seasoned **UX/UI Designer, UX Researcher, and Product Designer** with over **8 years of experience** in shaping user-centered digital experiences. He has led **cross-functional teams**, established **scalable UX processes**, and driven research-backed design decisions across various industries. His expertise spans from **user research and ideation** to **high-fidelity prototyping and product iteration**, ensuring seamless and intuitive experiences.

Leo is **passionate about UX and UI methodologies**, embracing both **generalist and specialist** roles. His ability to **negotiate, problem-solve, and collaborate effectively** makes him a valuable asset in any design team.

Core Expertise:

- **UX Research & Strategy**: User behavior analysis, usability testing, qualitative & quantitative research, heuristic evaluations.
- **UX Design & Information Architecture**: Wireframing, user flows, prototyping, accessibility, and usability improvements.
- **UI Design & Design Systems**: Atomic Design, UI Kits, pixel-perfect components, responsive interfaces, and interactive prototypes.
- **Product Development & Agile Workflows**: Collaborating with developers, conducting QA tests, and optimizing design-to-development handoff.

Tools & Technologies:

- **UX Research & Analytics**: **Dovetail, Qualtrics, Hotjar, Gallup**
- **Design & Prototyping**: **Figma, FigJam, Sketch, Adobe XD, Framer**
- **Collaboration & Ideation**: **Miro, Mural, Maze, Userberry**
- **Product & Development**: **Azure DevOps, Autodesk Fusion, Autodesk GPT**
- **Creative & Visual Design**: **Adobe Creative Suite**

GLOBANT | Sr UX / UI Designer - UX Researcher - Product Designer | August 2023 - Ongoing

(Project Description)

With over **eight years of experience in UX Research and UX/UI Design**, I specialize in **understanding user behaviors, gathering insights, and shaping user-centered product design**. My expertise spans **user research, interviews, benchmarking, and data analysis**, collaborating with **cross-functional teams to drive research-backed technological outcomes**.

As a **Senior UX/UI Designer at Globant**, I lead **UX process creation and implementation**, aligning **product goals, user needs, and business objectives**. I analyze **usability improvements, structure information architecture, and design user flows**, developing **low- and high-fidelity prototypes** that ensure **responsive, accessible UI designs**. Additionally, I establish **comprehensive Design Systems and Component Libraries**, ensuring consistency and scalability. By effectively communicating **design concepts and research findings**, I help anchor **strategic product decisions in user insights**.

As a **UX Researcher specializing in Manufacturing & Decision-Driven Platforms**, I focus on **decoding complex user workflows, identifying behavioral patterns, and optimizing digital experiences** for engineering and data-heavy environments. My research involves **stakeholder interviews, heuristic evaluations, and usability testing**, improving **decision-driven dashboards, sensor data visualization, and digital twin simulations**. I craft **user personas, empathy maps, and storytelling blueprints**, ensuring design solutions are **aligned with real-world needs**. Additionally, I define **information architecture, user flows, and wireframes** for **flight data selection, critical loading conditions, and AI-powered generative design tools**, facilitating **seamless data-driven decision-making**.

(Main Tasks)

Enhance UX architecture for complex data visualization tools, including dashboards and real-time analytics.
Conduct in-depth user research, interviews, and heuristic evaluations to gather actionable insights.
Collaborate with engineers, data scientists, and software teams to optimize digital experiences.
Design decision-driven dashboards and interfaces for sensor data visualization and digital twin simulations.
Identify usability gaps and optimize workflows for performance engineers, analysts, and simulation experts.
Develop user personas, empathy maps, and storytelling blueprints to align solutions with user needs.
Define information architecture, user flows, wireframes, and mockups to structure and refine user journeys.
Support AI-powered generative design initiatives, integrating data-driven insights into product development.
Create and maintain a scalable Design System in Figma, ensuring consistency in UI components and pixel-perfect designs.
Develop reusable UI Kits and components, optimizing design efficiency and accessibility standards.

(Achievements of my tasks and activities)

User Research & UX Strategy

- Led **in-depth user research** that identified key pain points, leading to a **35% improvement in workflow efficiency** for engineers and analysts.
- Conducted **stakeholder interviews and heuristic evaluations**, refining usability and enhancing decision-making processes.
- Developed **user personas and empathy maps**, improving alignment between user needs and product functionalities.
- **Optimized the information architecture and navigation flow**, reducing cognitive load for technical users handling large datasets.

Data Visualization & Decision-Driven UX Design

- Designed and refined **decision-driven dashboards**, enabling real-time sensor data visualization and improving data interpretation accuracy.
- Improved the **flight data selection process**, making it **40% more intuitive** for performance engineers and analysts.
- Enhanced **digital twin simulation interfaces**, increasing usability and streamlining access to predictive analytics.

UX/UI Design & Prototyping

- Designed **low- and high-fidelity wireframes, mockups, and interactive prototypes**, ensuring seamless user interactions.
- **Standardized UI components and established a scalable Design System**, reducing design inconsistencies by **60%**.
- Developed **pixel-perfect UI kits in Figma**, enhancing collaboration between designers and developers.
- Ensured **responsive, accessible UI designs**, meeting WCAG standards and improving inclusivity.

Process Optimization & Cross-Functional Collaboration

- Collaborated with **engineers, data scientists, and software teams**, ensuring **seamless UX integration into technical workflows**.
- Defined and implemented **design best practices**, reducing iteration cycles and improving product delivery speed.
- Introduced **AI-powered generative design tools**, supporting **data-driven decision-making** and enhancing simulation accuracy.
- Improved the **critical loading condition selection interface**, making it **30% more efficient** for engineers.

Technologies/Tech Stack:
Figma, Dovetail, Figjam, Miro, Mural, Autodesk Fusion, Qualtrics, Gallup, Hotjar, Autodesk GPT

Gigflow | Product Designer - Lead UX
April 2023 - July 2022

(Project Description)

The client is an American/Polish CRM platform for freelancers, aiming to expand their services globally. As the **Product Designer** and **Lead Designer** for Gigflow, I spearheaded the design of a versatile CRM tool tailored to enhance client management and optimize sales workflows.

My role began with conducting extensive user research to uncover key challenges faced by freelancers and ensure the platform addressed their needs effectively. I collaborated with stakeholders to define product goals, then translated these insights into intuitive wireframes and prototypes. These designs were tested and refined based on user feedback, ensuring a user-centric approach.

The platform was designed to be fully responsive, and I worked closely with developers to ensure that the UI was optimized for both desktop and mobile devices. I also prioritized **accessibility**, ensuring that the design adhered to WCAG guidelines so that the platform was usable by a wider audience, including individuals with varying abilities. Throughout the development process, I collaborated with engineering teams in an **Agile environment**, participating in sprint planning and ensuring that design intentions were maintained during implementation.

As the lead designer, I also provided **mentorship** to a team of junior designers, establishing internal processes for design reviews and feedback that fostered a collaborative, high-quality design culture. Post-launch, I remained actively involved by analyzing user data and feedback, leading to continuous iterations and enhancements of key features, such as customizable dashboards and automated workflows. This iterative approach ensured that the product continued to evolve based on real-world usage.

I developed a comprehensive design system to maintain consistency and facilitate scalability, and worked closely with developers to ensure that the interface was both responsive and accessible. Throughout the project, I provided mentorship to junior designers and continuously iterated on features, integrating real-world user data to enhance the platform's functionality. The final result was a streamlined CRM solution that significantly improved user productivity and positioned Gigflow as a competitive tool in the global market.

(Main Tasks)

- Led the creation of detailed prototypes to explore and validate design concepts, facilitating user testing and feedback integration.
- Conducted user interviews and stakeholder workshops to gather insights and refine the product vision, ensuring alignment with user needs and business objectives.
- Oversaw the design process, managing cross-functional teams to ensure that design solutions were executed effectively and met high standards.
- Directed the development of a scalable design system, providing a framework for consistent and efficient design across the platform.
- Facilitated design sprints and brainstorming sessions, driving innovation and collaborative problem-solving to address complex design challenges.
- Evaluated design solutions through usability testing and user feedback, leading iterative improvements to enhance overall user experience.
- Coordinated with development teams to ensure seamless integration of design elements and adherence to design specifications throughout the development cycle.

(Achievements of my tasks and activities)

- **Enhanced user engagement** by creating and refining prototypes that effectively addressed user needs and streamlined interactions.
- **Improved user understanding** and alignment with the product vision through insightful user interviews and stakeholder workshops, leading to more targeted and relevant design solutions.
- **Facilitated effective collaboration** across teams by leading design processes and ensuring high-quality execution of design elements.
- **Established a robust design system** that ensured consistency and scalability, significantly improving the platform's overall user interface and experience.
- **Fostered innovation** through design sprints and collaborative sessions, resulting in creative solutions to complex design challenges.
- **Elevated the user experience** by incorporating feedback and iterating on design solutions, leading to a more intuitive and user-friendly platform.
- **Ensured seamless design implementation** by coordinating closely with development teams, maintaining design integrity throughout the development cycle.

Technologies/Tech Stack:
Figma, Adobe XD, Dovetail, Userberry, Mirol, Zeplin, Adobe CC, Jira.

Data Art | Sr UX / UI Designer - UX Researcher
March 2022 - February 2023

(Project Description)

The client is one of the largest banks in Peru, offering a popular app called Yape, which facilitates informal trade, money transfers, and peer-to-peer transactions. The app allows users to easily create accounts using their ID and mobile number, making the sign-up process simple and fast. A new feature was conceptualized to offer users the ability to explore promotions and make purchases based on their affiliation with Yape. In addition to its core functionality, Yape provides users with exclusive promotions, discounts, and a wide range of products, from food and beverages to transportation services, including personalized offers on special occasions like Mother's Day, Halloween, and Christmas.

During the continuous improvement of the product, UX Research played a pivotal role. Various methods, including user interviews, A/B testing, and card sorting, were employed to gather insights and refine the user experience. User feedback was systematically analyzed, informing optimizations to user flows and reducing friction in critical areas of the app. This data-driven approach ensured that changes were aligned with user needs and business objectives.

On the UI side, a comprehensive design system was developed, ensuring consistency across the app. UI kits, wireframes, mockups, and prototypes were created using Figma, enabling fast iteration and validation of new features. Interactive prototypes were tested with users, gathering valuable feedback that guided the final design. These refined designs were then handed off for implementation, ensuring a smooth transition from concept to execution.

By leveraging a user-centric design approach, Yape's interface and experience were continuously enhanced, leading to a more seamless and engaging app that meets both user expectations and business goals.

(Main Tasks)

- Conducted UX research through user interviews, surveys, and contextual inquiries to uncover user needs, behaviors, and pain points.
- Analyzed market trends, competitor products, and industry best practices to influence design decisions and keep the product competitive.
- Performed usability testing (moderated and unmoderated) to validate design assumptions, identify usability issues, and gather actionable feedback for improvements.

- Collaborated with cross-functional teams including product managers, developers, and stakeholders to align design goals with business objectives.
- Developed user personas and journey maps to create a comprehensive understanding of user motivations and pain points.
- Led A/B testing initiatives to evaluate multiple design options and iterate based on data-driven insights.
- Facilitated card sorting and tree testing exercises to optimize information architecture and improve content discoverability.
- Designed intuitive and visually appealing user interfaces that aligned with brand guidelines, ensuring a consistent experience across all touchpoints.
- Created UI components, patterns, and layouts for scalability and reusability, contributing to a cohesive and efficient design system.
- Built and maintained design systems, including style guides, UI kits, and component libraries, to ensure consistency across various platforms and teams.
- Ensured UI designs were accessible, responsive, and optimized for diverse screen sizes and devices, adhering to WCAG standards.
- Led the creation of wireframes, low- and high-fidelity prototypes, and mockups, collaborating closely with developers to ensure pixel-perfect execution.
- Presented design concepts and rationale to stakeholders, gathering feedback and iteration based on user and business requirements.
- Monitored and analyzed user analytics, heatmaps, and feedback post-launch to inform continuous improvements and feature iterations.

(Achievements of my tasks and activities)

- **Enhanced user satisfaction** by implementing a user-centered design approach, focusing on thorough user research and iterative feedback integration.
- **Improved accessibility standards** by ensuring UI designs adhered to industry guidelines, making the product more inclusive and optimized for various devices.
- **Cultivated a user-centric culture** within the organization by leading design thinking workshops and mentoring junior designers, fostering innovation and design excellence.
- **Increased user engagement** by creating tailored experiences, using insights from user data to deliver more relevant content and personalized interactions.

- **Refined user flows** and navigation structures, resulting in smoother user journeys and reducing drop-off rates through usability testing and design adjustments.

Technologies/Tech Stack:
Figma, Adobe XD, Sketch, Userberry, Mural, Zeplin, Adobe CC, Jira.

MY EXPERIENCE
Professional Technician in Graphic Design
Escuela de Artes y Letras
2008 – 2013

UX Design
Coderhouse
2023 – Ongoing

Certifications

- UX Design: User Experience UX/UI + Figma 2023 | Udemy
- Foundations of User Experience | Coursera /Google
- Leadership of highly effective UX/UI teams | Crehanna