

Edwin Rodriguez.

Senior UX Designer

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Summary

Senior UX Designer with 10+ years of experience designing end-to-end digital products across e-commerce, mobile, and web platforms. At Ruggable, drove measurable conversion and retention improvements through research-backed, high-fidelity design, earning consistent top-performer ratings and two promotions over five years. Strong in product thinking, interaction design, design systems, and cross-functional collaboration. Known for translating ambiguous briefs into intuitive experiences that ship and perform.

Skills

DESIGN

UX Strategy, Interaction Design, Visual Design, High-Fidelity Prototyping, Design Systems, Wireframing, Usability Testing, A/B Testing, Accessibility

TOOLS

Figma, Figma Make, Claude, ChatGPT, Adobe Creative Suite, UserTesting, Optimizely, Heap Analytics, Contentful, Jira, Asana

PLATFORMS & COLLABORATION

Web, iOS, Android, Responsive Design, Cross-functional Leadership, Developer Handoff, Stakeholder Alignment, AI-Assisted Design, Prompt Engineering

Experience

Principal UX Designer / Ruggable

AUG 2023-MAR 2026 · LOS ANGELES, CA (HYBRID)

- Redesigned the Order Tracker experience, resulting in a 28% drop in pre-ship WISMO support tickets and a 100% reduction in post-ship inquiries, directly improving CX efficiency and customer satisfaction.
- Redesigned the PDP drawer with illustrated size options and an interactive size guide, driving a 9% YoY increase in desktop conversion rate and an 8% YoY improvement in add-to-cart rate.
- Designed Designable from scratch, an AI-powered rug visualization tool that achieved a 14% conversion rate, outperforming the existing Rug Quiz and surpassing baseline non-tool sessions.
- Built a Visual Site Map for the eCommerce team using AI prompting, turning a small internal request into a widely-used cross-functional planning tool praised by leadership.
- Owned company-wide Figma access, design system maintenance, and onboarding of new employees into internal tools; contributed to DSM-to-Contentful documentation adopted across teams.
- Collaborated closely with a User Researcher to build and prototype user test assets, ensuring design decisions were validated before development began.

Senior UX Product Designer / Ruggable

AUG 2021-AUG 2023 · LOS ANGELES, CA (HYBRID)

- Led UX for the Marvel and Star Wars Mandalorian landing pages. The Marvel launch was the first time Creative took direction from UX rather than the other way around.
- Designed and launched Visual Filters for the PLP, a feature that improved both aesthetics and usability through micro-animations, later extended to multiple page types across the site.

- Led the atomic design system build in Figma from the ground up, enabling teams to assemble and publish full pages in Contentful within hours, with no developer dependency for standard layouts.
- Acted as team lead during manager's parental leave, managing priorities, stakeholder communication, and junior designer mentorship.
- Contributed to BFCM campaign assets, Rug Quiz UX improvements, gift card experience design (including follow-up emails and Phase II proposals), and multiple A/B test iterations on PDP and cart flows.

UX Product Designer / Ruggable

MAR 2020–AUG 2021 • LOS ANGELES, CA (HYBRID)

- Established the foundation of the design system, defining components, naming conventions, and UI variants, becoming a core part of the team's design-to-development workflow.
- Redesigned the AR asset pipeline and led an internal tutorial, enabling the full UX team to independently texture and publish AR assets.
- Owned UX/UI across web, mobile, and CMS-driven experiences while collaborating closely with Product, Engineering, and Brand teams.

UX / UI Designer / Quarterback (Ikon)

MAR 2019–OCT 2019 • SANTA MONICA, CA

- Led end-to-end redesign of a multi-platform product (Windows and mobile): defined UX flows, visual design language, and component structure from scratch.
- Streamlined design-to-development handoff process, reducing review cycles and improving team efficiency across a fast-moving cross-functional team.
- Delivered landing pages, promotional sites, and marketing materials alongside core product work.

UX / UI Designer (Contract) / The Agency, Salesforce

DEC 2018–FEB 2019 • BEVERLY HILLS, CA (REMOTE)

- Overhauled design, UX, and interaction patterns for a Salesforce desktop product while preserving key workflows to minimize disruption for existing users.
- Improved content hierarchy, navigational clarity, and readability to increase productivity and surface key functionality.

Digital Product Designer / NBCUniversal, E! News

JUN 2016–OCT 2018 • UNIVERSAL CITY, CA

- Owned UX/UI across web, mobile web, and iOS/Android app platforms for a major media brand with a global audience.
- Led a full multi-platform site rebrand from wireframes through final launch, including a net-new iOS app designed from early concept to release.
- Designed the Emmy-nominated E! Live 360 interactive experience for AT&T, and revamped design across Apple News, Google AMP, and newsletter templates.

Design Director / Storytime Studios

APR 2014–JUN 2016 • SAGAMORE BEACH, MA (REMOTE)

- Led UX and product design for Skit! 2.0: defined personas, user journeys, core feature set, achievements, challenges, and monetization systems (micro-transactions).
- Created investor-facing prototypes, presentation decks, and oversaw content implementation across characters, animations, and assets.

Earlier roles: Lead Game Designer at Marquee Production (2012–2013), Designer at Trilogy Studios / DreamWorks / MTV (2008–2011), Designer at Electronic Arts on Medal of Honor: Airborne (2007).

Education

Game Art & Design

THE ART INSTITUTE OF CALIFORNIA, LOS ANGELES