

# LUIS DANIEL RODRIGUEZ

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## Experiences

### UX/UI/Product Designer

2015 - Current

#### AMERICAN PSYCHOLOGICAL ASSOCIATION – Washington, DC

- Lead the User Experience of a portfolio of websites, web applications, chat bots, mobile apps and voice applications, including tools for educators and students in higher education.
- Collaborated with stakeholders and facilitated design workshops to explore and iterate ways of increasing user engagement and enhancing digital properties for the association.
- Coded clickable prototypes in HTML, JavaScript and CSS and conducted quantitative and qualitative user research to identify user pain points and design improvements.

### UX Designer

2013 - 2015

#### VARIOUS FEDERAL GOVERNMENT AGENCIES (DHS, DIA, VA) – Washington, DC

- Lead UX for Project Management software with a Learning Management Module for VA including contextual inquiry and onsite user interviews
- Designed a Big Data Search responsive application for intelligence community with a focus on simplifying difficult user workflows

### UX Lead

2012 – 2013

#### MCGRAW-HILL EDUCATION/TRIAD INTERACTIVE – Chicago, IL & Washington, DC

- Established a user experience design practice embedding current web technology and UX best practices including testing and iteration workflow.
- Owned user experience of LMS system and presented demos to McGraw Hill executives.

### UX Lead

2010 – 2012

#### SRA International – Washington, DC

- Ideated and prototyped US Courts internal learning product
- Researched User Journeys and developed Personas



#### Address

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#### Website

[www.uxcodeline.com](http://www.uxcodeline.com)

## SUMMARY

UX Designer with more than 7 years of experience in enterprise and learning products with a passion for designing delightful user experiences, leading product design sessions, prototyping in code and collaborating with developers. International Speaker presenting at UX and emerging technologies conferences. Published Author on Design Thinking and User Experience Design.

## Experiences

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### Web Designer/Developer

2006 – 2010

#### UNIVERSITY OF MIAMI – Coral Gables, FL

- Designed and Launched University Video Library for UMTV.edu
- Developed several online projects for faculty research as part of the Knight Center of International Media

## Education

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### Graduate Coursework in Screenwriting

#### UNIVERSITY OF MIAMI – Coral Gables, FL

### Graduate Coursework in Film and Digital Media

#### UNIVERSITY OF MIAMI – Coral Gables, FL

### Bachelor of Fine Arts (BFA) – Graphic Design & Illustration

#### UNIVERSITY OF FLORIDA – Gainesville, FL

## Engineering Stacks

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- **UI/UX Mocks:** JustInMind, Axure, Experience Design, Invision, Affinity Designer, Sketch, FramerJS
- **Visual and Motion Design:** Illustrator, Photoshop, Final Cut Pro, After Effects, InDesign
- **User Testing:** Remote Usability Testing protocols, Script Writing, Analytical User Research Research
- **Data Analysis:** R Studio, Python
- **Web UI:** HTML, CSS, Javascript, Processing, SVG
- **Programming:** NODEJS, PYTHON, C++, ASP.NET, PHP, PERL
- **Frameworks:** Bootstrap, Angular, React, Ionic Mobile, Xamarin App

## Selected Presentations

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- **Webvisions Conference:** Barcelona, Chicago
- **IoTCon:** Berlin
- **RE:DESIGN/UXD:** Brooklyn

## Recent Articles

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- **Chatbots Magazine:** “ON DESIGNING THE RIGHT BOT AVATAR”, August 2017
- **net Magazine:** “THE SERVICE DESIGN WAY”, July 2017
- **net Magazine:** “HOW TO BUILD A CHATBOT INTERFACE”, March 2017
- **net Magazine:** “CREATE AN APP THAT COLLECTS SENSOR DATA”, February 2017