

Rodrigo Israel Rangel Martinez  
UX/UI Designer  
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#### Professional Summary

Creative and detail-oriented UX Designer with over 5 years of experience in designing intuitive, user-centered digital experiences. Skilled in all stages of the design process, from user research and wireframing to prototyping, testing, and implementation. Proficient in industry-standard design tools such as Figma, Sketch, and Adobe XD. Passionate about crafting seamless, engaging user journeys and solving complex design challenges. Strong background in collaborating with cross-functional teams and delivering high-impact solutions that enhance usability, increase user engagement, and meet business objectives. Known for transforming complex requirements into simplified, visually appealing designs that improve user satisfaction and business performance.

#### Freelance UX Designer

Freelancer | Remote | Mar 2023 – Present  
Location: Los Angeles, CA, USA | Remote

Specialized in creating user-centric digital experiences with a strong focus on seamless usability and intuitive design.

Skilled in wireframing, prototyping, user testing, and iterative design processes to enhance overall user experience.

Proficient in design tools such as Figma, Sketch, Adobe XD, and other industry-standard tools.

Conducted in-depth user research, including surveys, interviews, and usability testing, to gather insights and optimize designs.

Developed user personas and journey maps to guide design decisions and improve overall user flow.

Collaborated with clients to define project requirements, transforming complex concepts into simple and engaging digital solutions.

Consistently stay current with UX trends and best practices to ensure designs align with industry standards and user expectations.

#### Marketing Director

Elite Insurance Agency, LLC | On-site | Aug 2020 – Mar 2023  
Location: Bell Gardens, CA, USA

Led the development and execution of marketing strategies, integrating creative graphic design elements, resulting in a 20% increase in brand awareness and a 15% boost in lead generation.

Spearheaded cross-functional teams (marketing, design, development), ensuring the on-time delivery of high-impact campaigns.

Oversaw a complete website redesign, leading to a 25% increase in web traffic and a 10% reduction in bounce rates.

Utilized data-driven insights to optimize user interfaces and improve user engagement by 30%, resulting in a 12% increase in conversion rates.

Streamlined design processes, improving project delivery timelines by 15% while maintaining quality standards.

Managed the development and maintenance of a consistent brand identity across all marketing channels, ensuring cohesion in all creative assets.

## Lead Graphic Designer

Eyesight Designs | On-site | May 2016 – Jun 2021

Location: Los Angeles, CA, USA

Designed visually impactful marketing collateral, including brochures, flyers, and digital media, contributing to an 18% increase in brand visibility for startups.

Conducted user research and A/B testing on digital marketing materials, leading to a 15% increase in customer satisfaction ratings.

Collaborated with marketing teams to create compelling visual content that aligned with business objectives and marketing goals.

Developed and maintained a cohesive visual identity for the company, ensuring brand consistency across all materials.

Applied SEO strategies, site plans, and content creation to enhance the company's digital presence and search ranking.

Adapted design solutions based on user feedback, continuously improving the effectiveness of marketing collateral.

## Skills:

UX Design: Wireframing, Prototyping, Usability Testing, User Research, Information Architecture, Journey Mapping

Design Tools: Figma, Sketch, Adobe XD, InVision, Axure, Adobe Creative Suite

Web Design: Responsive Design, UI/UX Design, Website Redesign, Data-Driven Design Optimization

User-Centered Design: Persona Creation, User Flows, User-Centric Design, Interaction Design

Project Management: Cross-Functional Team Leadership, Agile Methodology, Campaign Management, Time Management

Marketing: Branding, SEO, Digital Media Design, Campaign Strategy, Lead Generation

## Education & Certifications:

Professional Diploma in UX Design

Glasgow Caledonian University, 2024

## Certifications:

UX Design Institute Professional Diploma – The UX Design Institute

Google UX Design Certificate – Coursera

Front-End and Web Development - IBM

## Languages

English - Native proficiency

Spanish - Native proficiency

## Online

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

[www.linkedin.com/in/uxbyrodrigo](https://www.linkedin.com/in/uxbyrodrigo)

[www.behance.net/uxbyrodrigo](https://www.behance.net/uxbyrodrigo)