

WILLIAM RODRIGUES

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Targeting a Position as a UX Designer

Strong user experience (UX) design skills | Experience in user research and interaction design gained through corporate and nonprofit externships.

EDUCATION

SOUTH UNIVERSITY. Tampa, FL

Masters in Information Systems and Information Technology (MISIT) (*Graduated Winter 2015*)
Focus on Human Computer Interaction I Cumulative GPA: 3.6

UNIVERSITY OF SOUTH FLORIDA. Tampa, FL

Bachelor of Liberal Arts in International Affairs, Minor in Business

SKILLS

HCI coursework, projects, and work experience have provided a solid foundation in...

- Wireframe Production
- Interaction Design
- Prototyping
- A/B Testing
- User Research and Persona Creation
- InVision, Sketch
- Project Management (Agile, SCRUM, Waterfall)
- Responsive, and Mobile Design
- Web Strategy & Analytics
- Digital Marketing
- Animation/Motion Graphics
- Search Engine Optimization (SEO)
- HTML & XHTML
- Cascading Style Sheets (CSS)
- Adobe Creative Suite
- Content Management Systems (Joomla, WordPress)
- GUI Design
- JavaScript, jQuery

Online Portfolio: <http://www.williamrodrigues.com/>

EMPLOYMENT HISTORY

Self-Employed (St. Petersburg, FL)

Web Developer, 2015-Current

- Produced wireframes, code and CSS that contributed to user-centered design (UCD) for multiple web pages.
- Worked with customers and collaborated with businesses to create UX backed web based solutions. This included research and development, analytics and marketing, providing support, and translating their needs into aesthetically pleasing and user-friendly solutions.
- Designed and maintained interactive templates utilizing CMS, Graphic Design, Digital Marketing techniques, user-friendly design and more.

Get Fitness (Largo, FL)

Digital Marketing Director, 2012-2015

- Improved existing website and online gym client infrastructure to user-centered design.
- Created Get Fitness Rewards cross-promotional marketing program
 - Featured interactive website, user accounts, and interaction between gym clients and participating businesses.
 - Increased monthly marketing budget by 23%
- Spearheaded digital marketing, SEO, PPC and Social Media campaigns on Facebook Twitter and other platforms.

Self Employed (Tampa, FL)

Web Developer, 2005-2012

- Provided web and graphic design, SEO, marketing, and social media services for clients.