

Alexandra Rodriguez

Senior Product Designer

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Senior Product Designer

Recruitics, 2023 – 2025

Led the platform redesign, modernizing the user experience to enhance usability and engagement. Designed and launched an AI-powered analytics chatbot, driving new client acquisition and increasing tiered package upgrades among existing customers. Additionally, redesigned the company website to align with the rebranded internal software, ensuring a cohesive and consistent digital presence.

Product Designer

Koala, 2021 – 2022

Led UX/UI design efforts for a multi-channel digital ordering platform, spanning web, mobile app, and kiosk experiences, to support food commerce clients. Played a key role in a platform-wide redesign, improving usability and driving customer engagement. Designed and implemented new features to enhance ordering efficiency and streamline the user experience.

Product Designer

Display Social, 2020 – 2021

Led the redesign and feature development for a social media platform that enables users to monetize their content. Designed an intuitive digital wallet experience, allowing users to track their earnings, manage funds, and seamlessly cash out their balance.

Product Designer

Recruitics, 2019 – 2020

User advocate for a SaaS-based recruitment marketing platform. Partnered with product and engineering to lead multiple design initiatives, including user and market research, system redesigns, and the development of new and existing features. Focused on optimizing campaign management workflows, improving budget-setting experiences, and enhancing overall usability for recruiters and marketers.

Freelance Product Designer

Zone In, 2019 – 2020

Led redesign efforts for a nutrition app servicing some of the worlds top athletes. I conducted user and market research to ensure user/business needs. The redesign led to a 25% increase in engagement and boosted new client acquisition.

Tools

Figma
Sketch
Invision
Protopie
Adobe Suite
+More

Skills

Competitive Analysis
Journey Mapping
Flow Diagrams
Art Direction
Branding
Usability testing
Branding
Style Guides
UI Kits
Prototyping
Interaction Design
Iconography
Design Systems
Wire framing
+More

Education

Flatiron School
2018 – 2019
UX/UI Program

Seminole State College
2012–2013
Associates Degree