Results-driven User Experience Designer with a decade of experience in Information Architecture, System Design and Graphic Design. Proven ability to bridge the gap between technical and design aspects, ensuring cohesive user experiences and optimized system performance.

Additionally, an accomplished Digital Marketer with experience in the inception and execution of marketing campaigns and content analysis.

SKILLS

- Information Architecture
- System Design
- Graphic Design
- UX/UI Principles
- Wireframing & Prototyping
- CMS Website development
- Bootstrap, HTML and CSS
- Digital marketing
- Video Production
- Photography

Rodrigo Ronda

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CONTACT ME

🎓 EDUCATION

1998-2003 Bachelor in Library and Information Science. Faculty of Social Communication. University of Havana, Cuba.

1994-1996 Industrial Design. Institute of Industrial Design, Havana, Cuba.

PROFESSIONAL EXPERIENCE   **2018-2023**

Graph Code LLC
Jun 2018 to Oct 2021 and July 2023 to Present
- Defined product scope, conducted customer requirements definition, created diagrams and wireframes for custom systems developed for large corporations and government agencies.
- Created high fidelity prototypes using Figma, Adobe XD, and Bootstrap.
- Responsible for information architecture, design and development of large websites.
- Created instructional and informational videos for government agencies.

PermitRocket Software LLC
Nov 2021 to Jun 2023
- Defined the interaction design and prototype (Bootstrap) of the ePermitHub Plan Review application.
- Responsible for the creation of marketing materials (presentations, video, graphics)

Digital Creativation
Part-time
- Design and development of corporate websites for various types of clients.
- Ecommerce website development with WordPress
- Video production (script, shooting, post-production)
- Marketing strategy design and development for businesses
- Branding design (logo, business cards, flyers)