



ZOE RODRIGUEZ

DIGITAL & UI DESIGNER

CONTACT

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[LinkedIn Profile](#)

BIOGRAPHY

Hey there. I'm Zoe Rodriguez , a UX/UI enthusiast living in Los Angeles & working at [InStride](#) as a product designer.

SKILLS

Sketch	Ps	Ai	Lr
Figma			
Principle	Br	Ae	
UI	UX/UI	Web Design	
Visual Identities		Icons	
Logos	Social Media		

EDUCATION

Columbus College of Art & Design
BFA in Advertising & Graphic Design
Graduation of 2017

Parsons the New School for Design
Intensive summer program
Summer of 2012

WORK EXPERIENCE

InStride Oct. 2019 - Present

Product Designer

Working closely with Product, design, and dev teams

- Leading design sprints for all feature work for both the learner and corporate site.
- Leading the creation of 120+ learner and corporate partner sales demos.
- Delivering UI/UX flows and screen sizes for development pod sprints, doing UAT, and doing validation before product launch.
- Establishing a formal visual design QA process, creating and documenting a DesignOps process in Confluence (design sprint process, accessibility and inclusivity guidelines, UX research methodology and reports)
- Re-architected all Figma files (design sprints, mother file, development pod sprints) for ease of use and accessibility.

Wondersauce Oct. 2017 - Oct. 2019

Junior Digital Designer

Working closely with a the LA creating websites, social media, and branding

- Designed the [Chick-fil-A](#) web flows
- Supported design lead creating flows for the [Lulalu](#) site
- Designed and conceptualized the [Chrome Hearts Eyewear](#) site (to be launched)
- Designed the [Chandon](#) web flows (to be launched)
- Took part in Yonex [web](#), [social](#) and print projects

Bath & Body Works Aug. 2017 - Oct 2017

Digital Design Contractor

Worked as part of the email team for B&BW Direct creating emails:

- Created ideation and templates for seasonal emails
- Took part in the visualization of the Christmas campaign of 2017
- Helped email team with day to day sales emails

Holden Ellis Sept. 2016 - May 2017

Junior Designer

Collaborated with small startup team working on retainer clients creating assets for web, and social

- Lead multiple social media campaigns for local brands
- Created over 100 icons for a brand identity project for a gym