



ZOE RODRIGUEZ

DIGITAL & UI DESIGNER

CONTACT

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[LinkedIn Profile](#)

BIOGRAPHY

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

SKILLS

Figma

Sketch

Ps

Ai

Lr

Principle

Br

Ae

UI

UX/UI

Discovery

Design Sprints

Icons

UAT

Design Ops

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

- Leading design sprints for all feature work for both B-to-B and B-to-C sites.
- Leading the creation of 120+ sales demos.
- Full-stack design, exploratory research, production comps, design sprints, UAT, and validation for product launch.
- Establishing design QA process, documenting all DesignOps processes (design sprint process, accessibility and inclusivity guidelines, UX research methodology and reports, design exercises)
- Partnering with stakeholders for discovery research
- Rapidly testing and validating elegant solutions
- Leading the team to rapidly test and validate elegant solutions
- Helping the team build a shared visual language and component library
- Architected Figma file structure (design sprints, finals, development pod sprints, research and systems maps) for ease of use and accessibility.

Wondersauce Oct. 2017 - Oct. 2019

Junior Digital Designer

- 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

- 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

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