

Alido Rodriguez

631-357-9636 | alidorodriguez@gmail.com | linkedin.com/in/alidorodrigueziii | alidorodrigueziii.com | NY | USA

PROFESSIONAL SUMMARY

Versatile and results-driven Senior Digital Design Leader with 10+ years of experience specializing in e-commerce strategy and brand development. Expert in overseeing end-to-end digital experiences, including responsive UI/UX design, performance-driven marketing content (email/social), and directing branded visual identity. Proven ability to lead cross-functional teams and translate business goals into measurable results, achieving a 25% sales increase and improving user acquisition across multiple channels.

EXPERIENCE

Senior Web Designer

Purity Products

October 2021 - Present Plainview, NY

- Drove e-commerce performance by designing and A/B testing content (web/social ads), which resulted in 25% sales growth and a \$31 CPA decrease on \$2.3M in ad spend.
- Initiated and led UI/UX improvements for the responsive website, achieving a 25% increase in sales through strategic redesign of key user touchpoints and visual elements.
- Collaborated with the CTO and team of Developers weekly to iterate on user flows, wireframes, and visual design styles, ensuring a seamless user experience for 3M yearly active users.
- Executed front-end development using HTML and CSS for over 200 product detail pages and monthly blogs on a custom Magento platform, directly supporting e-commerce operations.

Contract eCommerce Designer

Nestlé Health Science

May 2023 - September 2023 North Bellmore, NY (Remote)

- Designed and produced user-friendly Product Detail Pages (PDPs) for 12 products using Figma, ensuring a consistent user experience while adhering to brand and regulatory guidelines.

Senior Web Designer

The Bountiful Company (acquired by Nestlé Health Science)

November 2018 - October 2021 Ronkonkoma, NY

- Directed and participated in monthly studio photoshoots for nationally recognized brands, collaborating with cross-functional teams to establish a unified visual identity that enhanced websites and paid media campaigns.
- Led the design process from ideation to execution by conducting competitor analysis and user research to inform the storyboarding of online videos (OLV), successfully guiding 2 brand teams to final creative decisions.
- Designed wireframes and prototypes for 4 major brand websites, collaborating closely with developers to translate designs into functional and user-friendly digital products.

Web Designer

The Bountiful Company

October 2015 - November 2018

- Developed and managed a flexible digital suite of assets across many digital channels for 9 globally trusted brands.

Junior Web Designer

The Bountiful Company

April 2014 - October 2015

- Constructed organic social media content, paid banner ads, and email marketing newsletters for 9 nutrition brands.

CERTIFICATION

Google AI Essentials & Foundations of User Experience (UX) Design

Coursera

September 2024

EDUCATION

LIU Post

September 2010 - May 2014

- 3.75 GPA
- Digital Art and Design
- B.F.A

SKILLS

Digital Strategy & Leadership: E-Commerce Optimization, Cross-Functional Collaboration, Project Management, A/B Testing, Generative AI Strategy, Web Content Accessibility Guidelines (WCAG)

UI/UX & Web Design: Prototyping, Wireframing, User Flows, Responsive Web Design, HTML, CSS, Magento

Creative Direction & Visuals: Branded Photography, Motion Graphics, Video Editing, Storyboarding, Email Marketing, Social Media Marketing

Design Tools: Figma, Photoshop, Illustrator, After Effects, Midjourney