

Alido Rodriguez

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Professional Summary

Product Designer with 10+ years of experience driving growth through user-centered design, CRO, experimentation, and AI-assisted workflows. Increased conversions, subscriptions, and acquisition performance through data-informed design and testing. Experienced in optimizing landing pages, e-commerce experiences, and customer journeys by translating behavioral insights, customer needs, and business goals into intuitive digital experiences that deliver measurable results.

Experience

Conversion-Focused Product Designer

Independent / Contract | Remote | June 2026 – Present

- Own end-to-end design and production of **17+ conversion-focused landing pages** across Replo and Shopify, spanning UX architecture, visual design, responsive implementation, and launch.
- Develop and test monthly funnels using A/B testing, Shopify analytics, and Microsoft Clarity, with a winning funnel reaching **2.23% CVR and \$1.61 revenue per session vs. 0.02–0.16%** across alternate funnels.
- Design **6+ buy-box variations** across subscription, quantity, and gift-with-purchase offers, optimizing purchase paths for **6+ customer personas and campaign objectives**.
- Use Claude and AI-assisted workflows for research, analysis, prototyping, imagery, and front-end development across **4+ growth initiatives** while maintaining UX, brand, and compliance standards.

Senior UI/UX Designer

Purity Products | Plainview, NY | October 2021 – June 2026

- Led end-to-end product design overhaul reducing friction across key decision touchpoints, driving a **33.3% conversion rate increase**.
- Drove a **36.96% increase in new customer subscription orders** through data-driven UI design across e-commerce and acquisition funnels.
- Designed and A/B tested ad creative and landing page layouts to optimize the conversion funnel, **reducing customer CPA by \$31 across \$2.3M in ad spend**.
- Leveraged AI tools to accelerate **research, ideation, and design iteration** for experiences serving **3 million annual users** while maintaining compliance and UX quality.

Senior Web Designer

The Bountiful Company | Ronkonkoma, NY | April 2014 – October 2021

- Earned promotions from Junior Web Designer to Senior Web Designer over 7 years, contributing to digital experiences across **9 health and wellness brands**.
- Architected wireframes and prototypes for **4 major brand websites**, leading cross-functional collaboration between design and engineering to ship user-friendly digital products at scale.
- Conducted **competitor analysis and user research** to inform design strategy, guiding 2 brand teams from ideation to final creative execution.
- Led cross-functional collaboration for **12+ annual studio shoots**, overseeing the delivery of **200+ high-quality digital assets** to support multi-channel marketing and e-commerce platforms.

Education

LIU Post | Digital Art and Design, B.F.A. | 3.75 GPA | September 2010 – May 2014

Skills

Product Design, UX Strategy, Conversion Rate Optimization (CRO), A/B Testing & Experimentation, Landing Page Optimization, User Research, Behavioral Analytics, Wireframing & Prototyping, User Flows, Design Systems, Accessibility (WCAG), Figma, Replo, Shopify, Adobe Creative Suite, HTML/CSS, Claude, ChatGPT, AI-Assisted Research & Prototyping