

Alido Rodriguez

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PROFESSIONAL SUMMARY

Senior Experience Designer with over a decade of experience in UI/UX design and e-commerce optimization. Proven ability to elevate user experiences and drive business growth through strategic design, with a focus on wireframing, prototyping, and user-centered design principles. Successfully increased sales and improved user flows for major brands like Purity Products and Nestlé Health Science.

EXPERIENCE

Senior Web Designer

Purity Products

October 2021 - Present Plainview, NY

- 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.
- Analyzed user behavior and A/B tested ad creative and landing page layouts to optimize the conversion funnel, resulting in a \$31 decrease in customer CPA over \$2.3M in ad spend.

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

- Designed wireframes and prototypes for 4 major brand websites, collaborating closely with developers to translate designs into functional and user-friendly digital products.
- 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.
- Directed and participated in monthly studio photoshoots for nationally recognized brands, collaborating with cross-functional teams to produce high-quality visual content that enhanced websites and paid media campaigns.

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

UI/UX & Product Design: Prototyping, Wireframing, User Flows, E-Commerce Optimization, User Research, Usability Testing, Web Content Accessibility Guidelines (WCAG)

Design Tools: Figma, Sketch, Adobe XD, Photoshop, Illustrator

Technical Skills: HTML, CSS, Responsive Web Design

General Design: Storyboarding, Photography, Motion Graphics, Generative AI