

Alido Rodriguez

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Professional Summary

Product Designer with 10+ years of experience driving growth through user-centered design, experimentation, and AI-assisted workflows. Proven track record of increasing conversions, growing subscriptions, and improving customer journeys through data-driven design. Skilled at partnering with cross-functional teams to transform complex business requirements into intuitive experiences that deliver measurable results.

Experience

Senior Web 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.

Contract eCommerce Designer

Nestlé Health Science | North Bellmore, NY (Remote) | May 2023 – September 2023

- Produced **compliant, conversion-optimized Product Detail Pages** for 12 products, adhering to strict brand and regulatory guidelines.
- Leveraged and expanded a shared design system by **6+ reusable components** to ensure visual continuity and brand alignment across all **12 newly launched product pages**.
- Streamlined project feedback and timelines daily by utilizing Monday.com to synchronize cross-functional collaboration across 3+ teams.

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.

Certification

Google AI Essentials & Start the UX Design Process | Coursera | September 2024 – March 2026

Education

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

Skills

Product Design, UX Strategy, User Research, Conversion Rate Optimization (CRO), A/B Testing, Wireframing, Prototyping, User Flows, Design Systems, Accessibility (WCAG), Cross-Functional Collaboration, Figma, Adobe Creative Suite, HTML/CSS, ChatGPT, Claude, Prompt Engineering, AI-Assisted Research & Prototyping