Rodrigo G Cardoso

User Experience Design Lead

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KEY ACHIEVEMENTS

- For Google's real estate division, successfully designed a global enterprise stacking tool that was launched 2 years after starting the first Design Sprint. Defined the design process, ensuring that the application met Google's design standards including its design language and accessibility ratings. Assisted with usability studies throughout the project, assisted in defining the teams' ways of working, helped derive requirements and write the BRD and PRD documents. Managed and coached UX designers on the team. Helped create a design system specific to Google's real estate division.

- Designed a mobile app for an international oil and gas company that saw successful adoption in its pilot market in New Zealand. Customer-facing mobile application across markets that enables customers to order food and drinks on their phones. Led an effort to create a design system that all teams can leverage.

- For a global gaming and hospitality company, through extensive research and enterprise design thinking workshops, created a vision for the future state of how guest-facing employees provide a VIP experience to all guests. Designed an employee mobile app that provided a foundation that will allow the company to push enormous amounts of data to employees and, ultimately, gain brand differentiation, guest loyalty, and a unique and delightful guest experience. Helped coalesce all the tools business units use to create marketing campaigns into one Salesforce platform and reinvented how campaigns are created and executed. Designed an agent and administrative software to enable employees to create and book events for all properties across brands.

- For a multi-brand national supermarket chain, designed the first marketplace for the company that enables customers to order online and have items delivered to their home.

- For a global automobile manufacturer, was the UX lead who took a top automobile manufacturer's global website and delivered a Functional Design Report identifying Adobe Experience Manager (AEM) modules with their functionality to create a global template to be implemented across their websites worldwide.

- Provided strategic advisory services to facilitate the digitization of key banking processes in a national bank's business. Tasked with providing a point of view on industry best practices for vehicle loans and credit cards with a focus on 7 processes: disbursements, integration with vehicle dealers, uploading documents, perfecting of a lien, using card immediately, new card balance transfer, and omni-channel UX.

- Successfully updated an auto insurance company's mobile app and website. Managed and led a team of UI designers and developers for a top insurance company in the United States and Canada, completing the project on time and on budget.

- Rebranded and redesigned IBM's World Community Grid to better represent the organization and better serve its growing customers.

- Rebranded the FFA Today television show to produce a fun and energetic half-hour show with engaging stories and exciting graphics. This show is now produced and airing weekly on the RFD-TV network. With the new format now appealing to teens, teachers and National FFA Organization supporters through implementing the rebranding process, the show has moved to a better time slot on the network and online views doubled in the first three months.

SKILLS

UI design, UX research, information architecture, W3C accessibility standards, user research, user testing, journey mapping, responsive web design, desktop application design, mobile design, design systems, enterprise design thinking, branding, lean UX methodology, agile methodology, persona development,

coaching, team management, user requirements, user stories, user journeys, service design blueprints, style guides, task flows, strategy, human-centered design

TOOLS

Figma, Sketch, InVision, Adobe XD, Adobe Illustrator, Adobe Photoshop, Adobe After Effects, Zeppelin, Mural, Jira, Confluence, Azure DevOps, Rally, Buganizer

WORK EXPERIENCE

IBM
User Experience Director, 3/2022 — 4/2024
Associate User Experience Director, 3/2019 - 3/2022
Senior UX/UI Designer, 4/2013 - 3/2019
Senior Managing UX Director crafting immersive experiences for enterprise software, websites, mobile apps, and other touch-points by utilizing a human-centered approach to design. Provide design team management and guidance through design reviews, ensuring design and deliverable standards are met. Allocate work and help balance workloads. Identify and help remove any roadblocks for designers. Expert as a functional manager and coach, providing HR support, guidance, and mentoring in the UX/UI craft.
Work with product managers, business analysts, and solution architects in creating, grooming, and prioritizing requirements. Develop designs and handoff deliverables to engineering. Experience working in eCommerce, retail, automotive, travel & transportation, data analytics, occupancy planning, supply-chain management, banking, insurance, and research.

Motion Color Sound LLC - Co-owner / Creative Director
1/2006 — 4/2013
Co-founded a digital agency as a means to elevate design as well as to make extra income. Supervised teams of freelancers on project-by-project basis. Identified the right team for the right project, secured budgets and managed all deliverables. Was individual contributor and managed project teams in creating websites, interface design visuals, digital marketing materials, 2D animations, sales visuals and video presentations.

Dept of Creative - Interactive Design Multimedia Director
1/2011 — 1/2012
Consultant leading design for clients such as Technicolor, GE Labs, US Oncology, BioCrossroads and Meals On Wheels Association of America. Facilitated in assembling teams and overseeing the development of all digital assets including storyboards, interfaces, video and rich media deliverables.

EDUCATION

Ball State University - Muncie, Indiana — BS Media Communications

PORTFOLIO

https://www.rodrigocardoso.info/