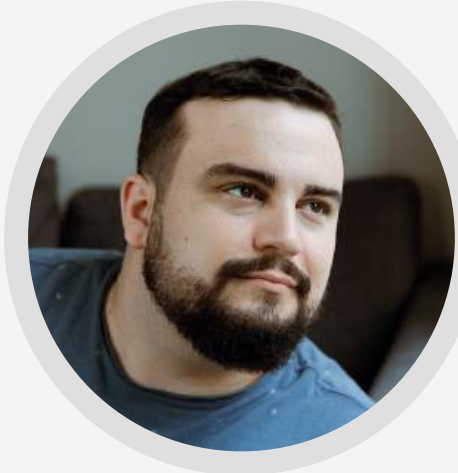




Alex Rodriguez

STAFF PRODUCT DESIGNER

Personal Info

takesomecandy@gmail.com
+31 682 053 437 // +34 616 33 81 01
linkedin.com/in/takesomecandy
Amsterdam

User Experience

- Design Thinking
- Mobile First
- Human Centered Design
- Research
- Competitive Analysis
- Usability Testing
- Journey Mapping
- User Flows
- Product Psychology
- Prototyping
- UX Heuristics and Principles
- User Testing

Design

- Design Systems
- Atomic Design
- Iterative Design
- Variables & Tokens
- Brand Identity

Tools

- Figma
- Framer
- Notion
- Adobe Creative Suite
- Wordpress / CSS
- Keynote / PPT

Soft Skills

- Communication
- Adaptability
- Empathy
- Detail Oriented
- Energetic

WORK EXPERIENCE



Mobiquity / Hexaware

Jul 2021 - Present

Staff Product Designer

Mar 2024 - Present

Managing a team of 6 designers ranging from Junior to Senior as their Competence Lead:

- Setting yearly goals and helping them define their career path and growth.
- Bi-weekly check-ins, pulse checks, and mentoring.
- Fostering innovation and collaboration inside and outside design projects.
- Quarterly performance evaluation and feedback sessions.

Senior Product Designer

Jul 2021 - Mar 2024

Working with medium/large-sized teams on different verticals including FinTech, Healthcare, and Data Security (consultant life at its finest). Main responsibilities and achievements include:

- Leading a team of 10 designers in 3 countries for KIB bank, from discovery to delivery.
- Designing a mobile first banking platform on Temenos for APC Bank (Personal + SME).
- User research, product refinement, usability sessions, UX workshops, and brand redesign for Datakeeper App, a data security wallet (a Rabobank InnoHub project).
- Discovery workshops and POC development for an AI Tool (Agentic) for EY Atlanta.
- Extensive cross-country Bardet-Biedl patient/SME research and journey mapping for Rhythm Pharmaceuticals.
- Advocation for Data-Driven Iterative Design, Design Systems, and Accessibility (AA).



Senior UX/UI Designer

Hatch B.V.

Jun 2018 - Jun 2021

Worked tightly with the Marketing Department, Product Managers, Developers and CSMs in a global SaaS company. Main responsibilities and achievements include:

- Design / iterate on core products (Widget & Dashboard) with Development Teams (UX/UI).
- Create marketing collateral for the different brand touchpoints.
- Refresh and upgrade the Brand Identity and Look & Feel.
- UX Consultancy Services for current clients / UX Workshops.
- Define the UX Design Process within the company.



Digital Creative Director

Fetén Studio

May 2016 - Oct 2017

Leading the Digital Department in the Studio, working with designers and developers to create digital products and helping companies with their digital transformation. Main responsibilities and achievements included:

- Digital branding and website development.
- Interactive Keynotes for big corporate events for Endesa (together with Comunica+A).
- Microsites & Facebook App Design.
- Business Model Transformation and Organizational Transformation.
- UX/UI support for internal BBVA projects.

Something more about me

Hello there! I am a Staff Product Designer with +15 years of experience in digital environments.

I love digging into all the different stages of the product development lifecycle: uncovering insights in discovery through user research, shaping concepts via ideation, building design systems packed with variables, and refining outcomes through iteration.

This end-to-end curiosity helps me link insights, experiments, and systems to deliver more consistent experiences. Always learning, so I am now figuring out how AI best fits in this equation. Stay hungry, stay foolish, right?

I have a soft spot for brand identity, attention to detail and specially vegan ice cream.

Languages

Spanish - Native (C2)
English - Native (C2)
French - Advanced (B2/C1)
Dutch - Intermediate (B1/B2)

Education

Miami Ad School - (2008/2010)
Art Direction Portfolio Program

Early career



Senior Art Director
Draft FCB
Jan 2012 - Apr 2012



Junior Art Director
Ogilvy Action
Oct 2011 - Dec 2011



Junior Art Director
dommo
Oct 2010 - Sep 2011



Portfolio Program Instructor
Miami Ad School Madrid
Sep 2016 - Jan 2019

Working with new generations of Art Directors / Copywriters / Creatives studying the different international portfolio programs available at MAS Madrid.

IDEAS FIRST:

Class designed for freshmen to cover the creative process from concept to execution while developing fundamentals of graphic design (color theory, typography, layout, etc.) and project review sessions.

ADVANCED DESIGN:

Class designed for second year students to get in-depth knowledge in Brand Identity, Digital Design (UX/UI) and Editorial Design.

PORTFOLIO REVIEW:

One-on-One mentoring sessions for students finishing the Creative Portfolio Program. Developing personal branding and optimizing their portfolio with relevant content for their career objectives.



Creative Art Director
TRO Experiencial
Oct 2015 - Mar 2016

Worked in the Creative Department within the agency with a team of six Art Directors and the Executive Creative Director. Focusing on digital and interactive events. Main responsibilities and achievements included:

- Digital actions and events for Coca-Cola, BBVA, Movistar and Game of Thrones.
- Corporate events for BBVA, Real Madrid and UEM.
- Technical innovation projects for Mahou.
- Web / App Design to complement digital campaigns.
- New Business pitching.



Senior Art Director
Mi Querido Watson
May 2015 - Oct 2015

Worked in the Creative Department within the agency. Focusing on social media & digital campaigns and app design. Main responsibilities and achievements included:

- App Design and digital content for Santander.
- Digital campaigns for Cerveza Sol, AECC and The Beer Experience.
- Brand Identity and Website for Jleo's.



Creative Director + Founder
Godai Works
Apr 2013 - Oct 2015

Founded a Studio dedicated to Brand Identity and Digital Development. Main responsibilities and achievements included:

- Information architecture and web development for URJC (Universidad Rey Juan Carlos).
- Microsite Design (UX / UI) for Sony Pictures, Ikea and Ecoembes.
- Brand Identity for new clients and Wordpress workshops.
- Provide external support for bigger digital agencies like Social Noise, GMR & Comunica+A.
- Managing and optimizing Keynotes for SouthSummit and Endesa (with Comunica+A).



Senior Art Director
Social Noise
Apr 2012 - Mar 2013

Worked in the Creative Department within the agency. Focusing on digital advertising, social media campaigns & iOS App development. Main responsibilities and achievements included:

- Digital campaigns for Movistar, Mahou, San Miguel, Philips and Opel.
- UX/UI Design for iPhone Apps.
- Web Architecture & Responsive Web Design.
- Digital Creative Actions for New Business.