



Rodrigo Maldonado
UI/UX Design
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With over six years of experience in UI/UX and Digital Design, I specialize in agile methodologies and cross-functional collaboration. My expertise includes conducting in-depth user research, usability testing, and data-driven insights to enhance product and business growth. I have successfully navigated projects across various industries, adapting seamlessly to both high and low-complexity environments, from advertising agencies to large financial institutions.

EXPERIENCE

UX Designer

Azerion

Azerion - Barcelona, Spain (Remoto) - Ene 2023 - Presente

- **User Research:** Managed user interviews, analyzed key insights, and generated improvements based on patterns identified to enhance the digital product experience.
- **Design and Prototyping:** Developed creative solutions with interactive prototypes, ensuring technical feasibility by closely collaborating with the development team.
- **Design System Improvements:** Identified optimization opportunities in the user interface, designing enhancements that improved the usability of the dashboard and client platforms.
- **Interactive Content Launch:** Prototyped and validated rich media content, iterating adjustments based on user feedback.

UX Designer

Infinia Mobile

Madrid, Spain - Jun 2018 - Dic 2022

- **Customer Experience Optimization:** Led Design Sprint workshops that resulted in substantial improvements in accessibility and navigation within the customer area.
- **Data Analysis:** Identified improvement areas through user behavior analysis (Google Analytics, Hotjar) and led platform changes to increase user retention.
- **Agile Collaboration:** Coordinated the agile development of new features with the marketing and development teams, delivering iterative and quick enhancements.

UX Designer

XP Investimentos

São Paulo, Brazil - Apr 2017 - May 2018

- **Redesign of User Flows:** Improved website user flows to optimize service reservations and purchases, increasing conversions by 15%.
- **Usability:** Conducted usability studies that identified bottlenecks in the user experience, reducing user drop-offs by 20%.

KNOWLEDGE

- Product Design
- Design System
- UX Strategy
- Agile Methodologies
- Design Sprint
- Wireframing
- Development Methods

TOOL

Figma, Adobe Xd, Sketch
After Effects, Illustrator, Photoshop
Miro, Marvel, Mize, Whimsical
Notion, Google Analytics
Google Tag Manager, Hotjar

OTHER SKILLS

HTML, CSS, JavaScript, JQuery,
Video editing

LANGUAGES

- English (Fluent)
- Spanish (Native)
- Portuguese (Native)

EDUCATION

Master's in UX/UI Design

Barcelona - 2024 (Ongoing)

NUCLIO DIGITAL SCHOOL

Graphic Design and

Multimedia Technology

Seville, Spain - 2009 - 2012

CEADE LEONARDO

ADDITIONAL COURSES

Digital Product Design with Lean and UX

Remote My. - 2022

Domestika

Design UI/UX

Seville, ES - Set 2021

CEI Seville ES

Design Thinking

Madrid, ES - Mar Remote 2020

European Graduate Institute