

RODNEY D. JOHNSON

UX/UI Designer /Researcher

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SUMMARY

As a UX Designer with a background in small business development. I focus on improving businesses understanding of their user needs and concentrating on enhancing the first and last interaction a user has with a business. I utilize empathy, innovation, and creativity to improve the user's experiences, in hopes to strengthen the user's connections with the organization.

EXPERIENCE (CONTINUED)

UX/UI Architect

Hilton World Wide

📅 09/2019 - Ongoing 📍 Carrollton, Texas

It is my responsibility to be the voice of Hiltons 18+ Brands and its users. That responsibility includes creating engaging experiences that increase brand awareness, conversion, and revenue for Hiltons 18+ unique brands. I do this while working on a cross-functional agile team whose goal is to discover and deliver enhanced experiences to end-users.

- It is my role to develop UX strategy for 18+ Brand websites and design highly scalable content
- Facilitate ideation sessions with project stakeholders and users to increase their engagement and empathy through design
- Analyze qualitative and quantitative data to incorporate in design decisions
- Organize collaboration channels with other product teams to supply coherent experience through a user journey across multiple Hilton digital products

UX/UI Designer

CORE Construction

📅 04/2018 - 08/2019 📍 Frisco, Texas

It is my responsibility to design scalable web and mobile applications with a user-centered approach, by conducting user research, interviews, creating wireframes, story boards, and prototypes from concepts and specs.

- CORE mobile app usage increased 50% from the first iterations of the mobile app.
- CORE web app accuracy increased 62% from changes implemented through the redesign of the CORE web app.
- Designed a new web and mobile app from the ground up to improve the companies work flow and productive across a multitude of projects.

UX Designer

Tech-Forty

📅 06/2017 - 08/2019 📍 Dallas, Texas

As Tech-Forty's only UX Designer, it is my goal to create engaging user experiences that help our clients achieve any and all business objectives. My role has me actively involved in the entire life cycle of our products. Including user research and analysis, ideation, planning, and the execution of products.

- Increased customer retention
- Decreased on-boarding of new users time by 45seconds
- With a decreased on-boarding time we decreased drop off for new users by 42%

UX Designer / Product Designer

TRIP LOOP

📅 12/2017 - 04/2018 📍 Austin, Texas

As the lead UX Designer, my focus is to redesign the current mobile version to enhance the end-user experience. I am focused on designing our first web enterprise software for administrators to input information and effectively communicated and interact with students using the mobile version.

- Effectively communicated with current users to understand and address all design limitations inside of the application.

EXPERIENCE (CONTINUED)

UX Designer

Delta Airlines

📅 08/2015 - 05/2017 📍 Dallas/Fort Worth, TX

My primary responsibility was to effectively listen and quickly identify customer service agent's technical issues with our software. I was tasked with creating new wireframes, prototypes, journey maps, and user personas, to effectively translate new ideas into visual assets that ensured we delivered the best user experience solutions to our customer service agents.

- Reduce call handling errors by agents 15% (Which decreased call time and increased sales conversion)
- Improved work flow for ticket agents completing transactions

EDUCATION

UX Design

General Assembly

📅 06/2017 - 09/2017 📍 Austin, Texas

Business Administration

University of Texas at Arlington

📅 08/2007 - 05/2010 📍 Arlington, Texas

SKILLS

Hard Skills

User Experience Design

User Experience Research

Wire-Framing

Prototyping

Usability Protocols

Information Architecture

User Interaction Design

HTML/CSS

Soft Skills

Empathy

Problem Solving

Communication

Collaboration

Curiosity

TOOLS

Adobe XD

Sketch

Figma

Adobe After Effects

Adobe Photoshop/Illustrator

Adobe Analytics

ProtoPie

InVision