RODNEY D. JOHNSON

UX/UI Designer /Researcher

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RJ
DΞSIGNS

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)

Senior UX Designer / Researcher

Invitation Homes

📅 01/2021 - Ongoing   📍 Dallas, Tx

As a Designer/Researcher, it was my responsibility to understand our customers (internal/external) and the various challenges they faced using various software and web applications. My task involved using different research tools and methods to understand user behaviors. I was also in charge of leading the design changes necessary to bridge the gaps in design from user's needs and the businesses goals.

- Help create and publish the first Design Library for Invitation Homes
- Redesigned and launched the landing page and search experience for the Invitation Homes website
- Released the first-ever Single Family Home mobile application for Invitation Homes to the Apple App Store
- Redesigned an internal application for managing over 50,000 homes in the IH portfolio (Currently in development)
- Launched and managed the first-ever "Shared Learnings" meetings with various company leaders to build communication between the UX Team and corporate leaders
- Published and reviewed over 50 test on Usertesting.com, while also doing field research for internal applications

Senior UX/UI Designer

PestRoutes

📅 08/2020 - 01/2021   📍 McKinney, Tx

As a Senior UX/UI Designer, it was my responsibility to help maintain and improve the PestRoutes software and mobile application experience for over 1,300 pest control companies. These companies rely on PestRoutes software to automate all aspects of their operations, making them more efficient from the office to the field.

- Create new navigational components to help improve the usability of the software
- Help build and organize a Design System for PestRoutes
- Completed usability audits on existing components
- I made design changes to components with low usability scores
- I also organized, managed, and ran multiple user interviews to understand PestRoutes customers and the pain points that exist in the current software

UX/UI Architect

Hilton World Wide

📅 09/2019 - 05/2020   📍 Carrolton, 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

EXPERIENCE (CONTINUED)

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 workflow and productivity across a multitude of projects.

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	