

Bryana Rodriguez

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Professional Summary

Dynamic UX/UI Designer with a proven track record, specializing in user experience design and information architecture. Expert in crafting responsive designs and conducting user research, I excel at transforming insights into impactful solutions. Proficient in Figma, I thrive in collaborative environments and deliver high-quality visual outcomes.

Technical Skills

- **UX/UI Design:** Wireframing, Prototyping, Information Architecture, Mockups
- **Research & Testing:** User Research, User Testing
- **AI & Automation:** Generative AI (Gemini, Claude), AI Content Synthesis (Midjourney, Runway, Eleven Labs), Workflow Automation (n8n, Zapier).
- **Tools:** Figma, Miro, FigJam, Jira, Adobe Creative Suite

Experience

Smart Building Integrators LLC (SBI) | Remote
Marketing Specialist / UX Designer | November 2024 – Present

- Work cross-functionally with directors and developers to design, build, and deploy a new company webpage, ensuring seamless user experience.
- Develop print and digital design assets to support comprehensive marketing initiatives.
- Manage social media channels to effectively engage and expand the customer base.

Greenstone: A Cultura Company | Remote
UX Designer | March 2023 – February 2025

- Collaborated with project managers to produce sketches, wireframes, low-fidelity and high-fidelity screens, and interactive prototypes.
- Created high-quality visuals by working cross-functionally with teams using Agile methodology.
- Partnered with management, customer support, and developers to create and deploy responsive designs.

Moment Studio | Remote
UX/UI Designer | March 2022 – February 2023

- Collaborate on end-to-end production of websites and mobile applications.
- Conduct user research using surveys and A/B testing to produce competitive analyses, user personas, site maps, and user flows.
- Develop comprehensive style guides based on client needs, including custom iconography and typography meeting WCAG AA accessibility standards.
- Manage and deploy responsive designs across web and mobile platforms.
- Maintain industry best practices in UI and UX design throughout the product lifecycle.

Education

Master of Arts, UX Design | New York Institute of Technology
Bachelor of Science, Graphic Design | Full Sail University