



KEYLA RODRIGUEZ

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EXPERIENCE

Mar 2019–Present

Realeflow

Senior Design Lead

Lead design on all products within a robust Real Estate CRM used by over 20,000 nationwide investors. Work closely with a cross-functional team to improve user experiences throughout while meeting business goals, implementing new design processes, collecting user research, and developing a design system.

Mar 2017– Mar 2019

Facebook

Product Designer

Worked with the Ad Monetization and the Sales Marketing Interfaces teams to provide design solutions for both client-facing and internal products. Conducted remote and in-person user interviews. Traveled with our team to assist in conducting user research sessions with our global users, while collecting feedback and insights for current and future products.

Mar 2017–Mar 2019

Underbelly

Product Designer

Worked with several clients like Facebook as the principal designer on strategic projects, while staying within the client's timeline and budget. Integrated directly into the client's team of engineers, project managers, and business partners as I managed communication and expectations between the client and our agency. Assisted and contributed to agency-hosted workshops and events for both the team and the community.

Oct 2014 - Mar 2017

1-800 Contacts

UX Designer

Designed, presented, prototyped, and user tested designs as the lead designer for the 1-800 Contacts App. Worked cross functionally with Engineers, Product Managers, and Creative Directors to meet the needs of our users and the business. After launch, the app had a 111% increase in orders and a 174% increase in revenue.

Jan 2014 - Oct 2014

Malawi's Pizza

Graphic Designer & Web Designer

Designed for print & web including menus, in-store signage, billboards, and social media posts. Redesigned and developed a website that reflected direction of new brand. Directed and assisted with photography for both product photoshoots and company events.

Apr 2013 – Apr 2014

**The College of Physical & Mathematical Sciences
at Brigham Young University**

Graphic Designer

Designed posters, magazine spreads, packets, digital signage, and newsletters for several departments. Worked with photography & writing team to meet project needs.

Jan 2012 – Dec 2018

Keyla Rodriguez Photography

Owner/Photographer

Directed and photographed clients while meeting deadlines. Organized, edited, and delivered images via online galleries. Stayed up to date with photography trends, learned new methods and techniques, and attended photography conferences and workshops.

EDUCATION

August 2014

Brigham Young University

Bachelor's Degree in Graphic Design

SKILLS

Adobe Creative Suite

Illustrator, Adobe XD, Photoshop, Lightroom, InDesign, After Effects

Other Tools & Skills

Figma, Sketch, Invision, Principle, User Research, User Testing, Prototyping, Responsive Design, HTML & CSS

Photography

Canon DSLRs, Manual Shooting, Culling and Editing Images, Directing Photoshoots