

# ROD HOWARD

UI/UX Designer

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## WORK EXPERIENCE

**PRINCIPAL UI DESIGNER @ SingleComm, LLC.** Jul 2014 - Ongoing

- Collaborate with multiple functional and executive teams to oversee product management, software engineering and product marketing.
- Successfully leading to design a now industry-leading call center scripting platform, resulting in reduced complex script creation time from 20-30 days to less than one week, dissolved the need for developers or engineers involvement at this stage and the utilization of voice and chat from agent to customer.
- Spearheading the complete redesign of omnichannel communication platform for various clients.
- Designed visual mockups/prototypes from wireframes and delivered final production-ready assets.
- Initiated user research initiatives and proposed UI refinements to product team stakeholders to increase product value & increase market share.

**UI DESIGNER @ MetaRocket** Apr 2012 - Ongoing

- Conceptualized, developed, and released dozens of user interface products for mobile and desktop devices.
- Successfully develop and sell digital products to increase speed of development efforts for hundreds of companies.
- Research, conceptualize and design web and iPhone apps, complete contract work for startups and produce high-fidelity mock-ups, layouts and deliverables.

**UI/UX DESIGNER @ Playersync, LLC.** Sep 2009 - Apr 2012

- Designed and managed UI from inception to final product and launch.
- Collaborated with principal managers to bring rough concept sketches into development of wireframes and functional prototypes.
- Demonstrated leadership in leading front-end development efforts in production of JavaScript-based web applications.
- Led efforts in company re-branding, creative direction, art direction and design.

## EDUCATION

**AAS, COMPUTING & INFORMATION TECHNOLOGY** 2006  
College of Southern Nevada

## PROFILE

A dynamic, driven and innovative UI/UX professional with 11 years of extensive experience in the web applications, product development and visual design sectors. Brings leadership and creativity to building effortless user experiences and intuitive digital products. Seeks a full-time role to explore and deploy new design concepts to optimize the customer experience and drive brand loyalty.

## SKILLS

### Methods:

Wireframing  
Rapid Prototyping  
Concept Ideation  
Design Research  
Storyboarding  
User Flows  
User Research  
Visual Design

### Design Tools:

Adobe CC (Ps, Ai, Xd, Fw)  
Invision  
Sketch 3

### Development Tools:

Bootstrap/Foundation  
HTML5/CSS3  
Javascript  
LESS/SCSS  
Git/Github