Victor Rodriguez

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SENIOR PRODUCT DESIGNER | ENTERPRISE SAAS | UX STRATEGY

Senior Product Designer with 12+ years of experience designing enterprise software across financial services, logistics and banking. Experienced leading end-to-end product design from discovery through implementation while partnering with Product Managers, engineers and senior stakeholders to simplify complex workflows and deliver measurable business outcomes. Permanent Irish resident.

SKILLS

Product Design: Product Discovery | User Research | Interaction Design | Journey Mapping | Information Architecture | Prototyping | Usability Testing
Systems: Design Systems | Enterprise SaaS | Accessibility
Tools: Figma | FigJam | Sketch | Adobe Creative Suite
Leadership: Stakeholder Facilitation | Cross-functional Collaboration | Agile Delivery | Design Workshops

EXPERIENCE & CAREER

SENIOR PRODUCT DESIGNER **February 2022 - Present**
Fidelity Investments, Dublin, Ireland
Lead product design for a core enterprise platform used daily by thousands of employees, partnering with Product Managers, engineers and senior stakeholders across three Agile product teams. Own design activities throughout the product lifecycle, from discovery and research through implementation, helping simplify complex enterprise workflows in a highly regulated financial environment.

- Partner with Product Managers across three Agile teams to prioritise UX improvements and influence quarterly roadmap planning through research findings.
- Collaborate daily with engineers throughout delivery, ensuring design quality, feasibility and consistency from concept to production.
- Conduct user interviews and moderated usability testing for major feature releases, translating research insights into design improvements that increased user efficiency by **20%**.
- Design complex workflow capabilities for the Fluxnova business process management platform, including collaborative editing, BPMN review, approval workflows and multi-file browser functionality.
- Lead the redesign of key platform workflows, simplifying complex business processes and improving platform adoption and productivity.
- Improve consistency across enterprise applications through reusable design-system components.
- Facilitate cross-functional workshops, design discussions and stakeholder reviews with senior leadership, building alignment across business, product and engineering teams.

CAREER BREAK **April 2021 - February 2022**
Relocation to Ireland and residency process.

SENIOR UX & UI DESIGNER **September 2019 - March 2021**
Upply, Paris, France
Led UX and product design for a multi-country B2B logistics platform connecting freight providers with commercial customers across Europe. Worked closely with executive leadership, Product Managers and engineering teams to deliver user-centred improvements supporting complex transportation workflows.

- Led end-to-end UX design for freight booking experiences supporting one-off and recurring transportation journeys.

- Partnered directly with the COO, Product Managers and developers to translate commercial priorities into product enhancements.
- Conducted customer interviews and analysed Google Analytics data to identify friction points and prioritise product improvements.
- Designed end-to-end booking experiences, validating concepts through prototypes and supporting implementation with engineering teams.
- Facilitated design reviews and stakeholder workshops to align business objectives and user needs.
- Improved overall task success rate by 35% through research-driven optimisation of booking workflows.

CAREER BREAK **October 2018 - September 2019**
Relocation to France and residency process.

SENIOR UX & UI DESIGNER **October 2017 - October 2018**
ICCREA BANCA, Rome, Italy
Designed customer-facing and internal enterprise experiences for ICCREA Banca, one of Italy's leading cooperative banking groups, within a regulated financial environment.

- Delivered customer-facing banking experiences across responsive web and mobile platforms.
- Collaborated with product, engineering and business stakeholders to improve customer journeys across multiple digital products.
- Designed internal intranet tools that streamlined employee access to information and internal services.
- Applied user-centred design principles, usability testing and iterative design to improve customer satisfaction by **20%**.
- Worked within financial-services standards, balancing usability, accessibility and business requirements across digital products.

GRAPHIC & UI DESIGN MANAGER **October 2012 - August 2017**
DIGITALGO, Rome, Italy
Led a design team delivering digital products and UI for international clients.

- Progressed from Junior Graphic Designer to Graphic & UI Design Manager over five years.
- Managed and mentored an international team of designers across multiple client projects.
- Introduced UI design standards that improved product quality and visual consistency.
- Optimised team workflows, reducing delivery time and improving responsiveness.
- Led the company's transition toward more user-centred digital product design practices.

EDUCATION & PROFESSIONAL DEVELOPMENT

Metropolitan Autonomous University
Bachelor's Degree in Graphic Communication Design

Professional Training in Lean Startup, Agile, Kanban, Paolo Sammichieli Coaching

Professional Training in Design Thinking, Fabio Armani Consulting
Agile, Scrum & Lean Methodology Training

Professional Training in UX & Product Design, Platzi
Product design, UX design and software training