

ALINA RODRIGUES | UX Designer

email: alinasaviorodrigues@gmail.com | portfolio: alinarodrigues.com | linkedIn: [alinarodrigues/](https://www.linkedin.com/in/alinarodrigues/) | ph: 901 2898386, | Location: Memphis, TN, USA

Profile

I am a Designer based in Tennessee with 3.5 years of experience with a passion for User Experience, Interaction Design, and User Psychology. I have worked on an extremely diverse set of Enterprise Products including Employee Management, Field Force Management, LMS, products which has helped me grow and develop my skills in CX and UX, to create intuitive, engaging, and impactful solutions.

Skills

UX Design, Product Design, UX Research, UX strategy, User Research, A/B Testing, Usability Testing, Benchmarking, Information Architecture, Prototyping, Wire framing, Personas, Stakeholder Mapping, User Journey Mapping, Multi-device design. Market Research, Project Management, Cross-functional collaboration, Communication, Agile Design, Design System and component design, Customer Feedback integration, Data driven Design, AI UI design

Tools

Figma, Adobe Xd, FigJam, Miro, Firefly, Perplexity, Claude, Lovable.ai, Uizard, UX Pilot, Gemini, ChatGPT, Azure Dev Ops, Photoshop, Strapi, SQL, C++, Microsoft Office Suite

Experience

UX Designer: Jio Platforms Ltd (July 2021- Jul 2024)- Mumbai, India

- Facilitated the research and re-design of the **Learning Management System** for the entirety of Reliance employees which accounts to **3,82,000+ users, enhancing user engagement and reducing friction in navigation**
- Simplified complex field force management flows** and created **25+ Journeys** for JPW Sales Assist across 8 Modules for 3 different stakeholders, in a high paced project, implemented to manage around **1,68,544 Merchants** across 5 businesses in Reliance.
- Facilitated design of enterprise platform addressing all employee day-to-day interactions like attendance, reimbursements, insurances etc., accounting to 50,000+ employees and 200+ HRs, **simplifying complex work flows** and reducing employee queries
- Task creation and Management templates and journeys created for JPW Facility Management, expected to manage maintenance in **18,000+ stores** across India.
- Benchmarking, User testing, and interviews for the onboarding journey of HerCircle to help create an improved sign-up experience **reducing Onboarding Duration by 58.6 % & improved process efficiency by 62.5%.**
- HerCircle and ConnectFor website **Performance Improvement by 20%** optimising Design assets and coordinating with a cross-functional team with engineers and content management.

UX Designer: MateRate Education (May 2020- Sept 2020)- Delhi, India

- Lead the Design team, collaborated** with a **cross functional team** along with the CEO, developers and other stakeholders to define **product strategy** along with designing of the platform.
- Defined the UX Strategy, conducted User Research and deep probing, framed the Information Architecture, created user journeys and wireframes for the personas involved to create an **Intelligent Adaptive Learning Platform** for school children.

Summer Intern: Think Design Collaborative (April 2020- May 2020)

- Completed amid the COVID-19 pandemic, this project aimed to research, comprehend, and forecast the evolving normalcy in people's lives, focusing on changes in Education during and post the pandemic, under the mentorship of industry experts renowned for their proficiency in the research domain.

Education

Masters in Design- 2019-2021 - Indian Institute of Technology, Kanpur | 9.5 CPI

Bachelor of Technology- 2014-2018- Mar Athanasius college of Engineering | 8.16 CGPA

Other Interests: Music, Dance and Photography.