



Erick Rodriguez Díaz

UX / UI Designer

[See my portfolio](#)

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Skills

- Design Thinking
- Surveys
- Context analysis
- Focus Group
- Hypotheses
- Benchmarking
- 5 Whys
- Brief
- POV
- User person
- How Might We
- SWOT
- Information architecture
- Navigation layout
- Maps
- Wireframes
- User flows
- Affordance
- Prototyping
- UX Laws
- Usability test
- Interaction design
- Design System
- Material Design
- Design patterns
- Usability audits
- Figma
- Figjam
- Notion
- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign

Professional objective

My goal is to create intuitive and easy-to-use user experiences through UX/UI design. I am passionate about unraveling complex design challenges through a methodical approach focused on real user needs. Applying a deep understanding of behavioral patterns.

Professional experience

Senior UX / UI

KDM Financial, Miami, E.E.U.U. – (2021 – Present)

Web application Korthdirect Mortgage Inc. focused on real estate investors throughout the US. - Graphic design

Senior UX/UI

QA-BIT - Madrid, Spain, – (2022 - 2023)

KCN Dynamics, SaaS desktop application for KCN, a leading Networking company in Spain. - Milena Cloud, SaaS desktop application for Seresco, a leading company in human resources applications in Europe.

UI Design

Innovasoft, San Jose, Costa Rica – (2021 - Present)

Web applications, mobile applications and graphic design aimed at the LATAM academic sector.

UX / UI Designer

Travelnet, Havana, Cuba – (2015 - Present)

Web applications, mobile application and graphic design about your operation and hospitality.

UI Design and Graphic Design

Meliá International Cuba Havana, Cuba – (2008 - 2019)

Graphic design, maps, desktop applications and mobile applications about the company's hotels.

UI Design

Solways Cuba, La Habana, Cuba – (2012 - 2018)

Meliá Cuba hotel and tourism web applications.

Graphic design

ROC Hotels Cuba, La Habana, Cuba – (2018 - 2019)

Graphic design and maps, about the company's hotels.

UI Design

Blue Panorama, Havana, Cuba – (2015)

Tourist and hotel web applications.

Education

Designer - Havana, Cuba

Certificates and courses

UDEMY

Diseño UX: experiencia de usuario UX / UI + Figma

Instructor: Javier Cañas

UDEMY

Master Digital Product Design UX Research and UI Design

Instructor: Rob Sutcliffe - UI Designer & Developer

Recognitions and awards

National award - Ceiba of Havana, Cuba 2016 - Digital Graphic Supports - Graphic Manifestations - Meliá International Cuba App.

Cubadisco Award 2008 - Application musical duo Buena Fe.

Languages

Native Spanish

Basic-level English