

John Rodrigues

Product And UX Designer

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Work Experience

TOCA Football LLC | User Experience Designer

August 2020- Present | 5 mons | California, USA

- **Product Designer | Player Portal App** :Worked on the end to end experience of customer facing soccer training app, with the team, by conducting UX research, wireframing, facilitating design sprints and coordinating between product design and the marketing team.

- **UX Researcher | Kids in Sports** :Designed an efficient booking flow for the kids in sports program registration. By conducting, UX audits, stakeholders interviews, program research and planning user testing to grow the conversion rate.

- **Product Designer + Project Manager | TOCA Leagues**: Designed soccer leagues web portal and mobile app

Gamification Researcher. : Conducted research on gamification to define, rewards social sharing systems and story arc to drive more customers to TOCA training.

Artin Arts | UX Design Consultant

Aug 2020- Present | 4 mons | New York, USA

- Provide UX design consultations to Artin Arts clients in domain of finance, IOT and healthcare.

Dice group | UX & Interaction Designer (XR Lab)

Oct 2019- May 2020 | 8 mons | Philadelphia, USA

- Designed a virtual reality learning platform for occupational therapy students. Presented at Philly CHI 2020, show and tell event.

- Collaborated with AI team to understand the role and approach of UX for designing experience for AI systems.

D&D SmartLabs | Founder & Product Manager

Jan 2018- May 2020 | 2.5 Years | Virtual

- Founded innovation lab to explore and think with upcoming technologies, raised fund to sustain initiatives at D&D Smartlabs.

- Launched a podcast to make multidisciplinary collaboration stories accessible for all.

Please Assist me Inc | UX and Interaction Designer

Apr 2019- Aug 2019 | 5 mons | Internship | Philadelphia, USA

- Worked with the CEO and design team on consumer facing app. PAM app is now available on App Store.

Blackstone Launchpad Jefferson | Entrepreneurship Mentor

Dec 2018- May 2020 | 1.6 years | Part time | Philadelphia, USA

- Assisted startup initiatives on the university campus with business and product development.

Colloborizm | Lead Ambassador and Community Manager

Jun 2016- Jan 2018 | 1.8 Years | Part time | New York

- Worked with the CEO and to manage the community. The Project I had initiated with colloborizm was mentioned in the New York Times.

Education

Thomas Jefferson University

MS in User Experience and Interaction Design -3.85/4.0

Coursework Included : Digital Experience Design| UX Research | Product Strategy | Cognitive Psychology | Interactive Prototyping | Business Development | Accessibility Studies | Front-End Development.

St.Joseph Engineering college

Bachelors in Engineering

Focused on: Project Management | Product Development | Innovation Strategy | Industrial Design

Achievement And Accomplishment

- Profile in New York Times Entrepreneurship section with colloborizm on July 27th, 2017.

- Awarded the Matt Glass award for entrepreneurship at Top Ram Business Pitch Competition hosted at Thomas Jefferson University - Dec 2018.

Skills

Product Strategy | UX Research

Visual Design | Interaction Design

Systems Thinking | Design Systems

Information Architecture | Prototyping | Wireframing and User Flow

Design Strategy and Execution | Project Management

Tool Box

Sketch | Figma | Adobe XD

Protopie | Framer | Invision | Flinto | Principle

HTML | CSS | Javascript

Notion | Miro | Jira | Asana

Adobe After Effects | Photoshop | Illustrator

Unity | Blender | Autodesk Fusion 360 | Cinema

4D (learning)