



Luis Carlos. Rodriguez
Product Designer

M.S. Digital Imaging & Design.
New York University, New York City
B.S. Systems Engineering
Universidad del Norte, Barranquilla

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Summary

Experienced Systems Engineer and Multimedia Designer with over 15 years in digital product design, collaborating with Designers, Developers, Human Factors Engineers, Software Engineers, Project Managers, Marketers, and Executive Teams. Adjunct Faculty teaching Design Thinking, IT Project Management, and Introduction to AI.

Experience

UNIVERSIDAD LIBRE. FACULTADES DE CIENCIAS DE SALUD Y DE INGENIERIAS.

Director of Innovation Lab. School of Engineering. Since May/2024
Adjunct Faculty: Design Thinking, IT Project Management, and Intro to AI. Since Ago/23

UNIVERSIDAD DEL ATLÁNTICO. EXTENSIÓN y PROYECCIÓN SOCIAL.

Technical Leader for Innovation Center. Oct/22 - Dec/23

TELECARIBE.

Creator of New Identity and Art Direction in Animation & networks. Feb/2023 - Jun/2023

teamJOE. A community-focused sports platform

Co-founder. 2014-2019

- Research and Definition for the Product Concept.
- Analisis and Requirements Definition.
- Wireframing and Prototyping.
- UI and Visual Design.
- Specifications and Requirements for Developers.
- Design of algorithms for path drawing during user activities.
- Project Management.
- Managment of Developers.
- Multimedia Design and Production for Social Media Marketing.
- Coordination and Planning of Promotional Activities during International Sporting Events.

IMAGINE FASHION. NEW YORK CITY, NY

UX Architect / 2012 - 2013

BLUESKY STUDIOS. 20TH CENTURY FOX. GREENWICH, CT

Rendering TA / 2012 - 2013

PITNEY BOWES. SHELTON & DANBURY, CT

UI / UX Designer & Developer / 2010 - 2012
Senior Visual Designer / 2009 - 2010

SONY ELECTRONICS. MONTVALE, NJ

Web & Flash Designer & Programmer / 2008 - 2009

Experience

RANCHO SANTIAGO COMMUNITY COLLEGE. ORANGE, CA

Instructor for multimedia design tools / 2006 - 2007

SECURITY DOOR CONTROLS. WESTLAKE VILLAGE, CA

Web & Print Designer / 2005 - 2006.

TELEFÓNICA DE BARRANQUILLA

Support Engineer for Voice Mail Platform / 1995 - 1998.

UNIVERSIDAD DEL ATLÁNTICO

Adjunct Faculty in Computers I. Engineering / 1998.

CORPORACIÓN EDUCATIVA DEL LITORAL

Director of Computer Center & Adjunct Faculty / 1994 - 1995.

UNIVERSIDAD DEL NORTE

Analyst Engineer for Bibliographic Information System & Adjunct Faculty in Informatics for Engineers / 1993 - 1994

Habilidades

IT Project Management

Artificial Intelligence

Training and Mentoring

Experience @ Fortune 500's
SONY, Pitney Bowes

Design Thinking for
Innovation

Social Media Design
and Strategy

Communication skills at
various stakeholder levels

Photography

Interest for
New Technologies

Video, Motion Graphics
& Animation

Bilingual
English / Spanish

Entrepreneurial,
Innovative

Herramientas

Figma
Photoshop
Sketch
After Effects

Buffer
Illustrator
Camtasia
Premiere

Balsamiq
Zeplin
InDesign
Lightroom

Spark
Trello
Rush
Media Encoder

Educación

SPECIALIZATION. MACHINE LEARNING. Stanford University & Deeplearning.ai. Currently

SPECIALIZATION. DESIGN THINKING. University Of Virginia. Actual. Currently

M.S. IN DIGITAL IMAGING AND DESIGN. New York University, New York City.

B.S. IN SYSTEMS ENGINEERING. Universidad del Norte, Barranquilla.

DIPLOMA IN GRAPHIC DESIGN. Platt College, San Diego, California.

AUDIO DESIGN, VIDEO EDITING, PHOTOGRAPHY. Santa Monica College, Los Angeles.