ALIDO RODRIGUEZ III

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Purity Products, Senior Web Designer
Oct 2021 - Present | Plainview, NY
- Achieved a 25% increase in sales through UX and UI enhancements to responsive web design.
- Code HTML / CSS to create PDPs for our 200+ SKUs and monthly blogs in our custom Magento backend.
- Enhanced Amazon e-commerce A+ and B+ content via A/B testing, resulting in an increase of $20,000+ in sales.
- Collaborate with CTO and external developer team weekly to improve user flows and visual design styles of the website.
- Decreased CPA of customers by $31 over $2.3M spent in an 8-month span through social media paid ads.

Nestlé, eCommerce Designer
May 2023 - Sept 2023 | North Bellmore, NY (Remote)
- Crafted Costco PDPs for 12 products using Photoshop and Figma, adhering to brand, legal, and regulatory guidelines.
- Managed project feedback and timelines daily by utilizing Monday.com to communicate with over 3 teams.

The Bountiful Company, Senior Web Designer
Nov 2018 - Oct 2021 | Ronkonkoma, NY
- Lead designer on 4 national Sports & Active Nutrition brands.
- Conducted competitor analysis to conceptualize, storyboard, and present work to brand teams to be executed for OLV.
- Created wireframes, prototypes, and collaborated with developer team to create multiple brand websites.
- Directed, collaborated, and participated in in-house photoshoots for websites and paid media.

The Bountiful Company, Web Designer
Oct 2015 – Nov 2018 | Ronkonkoma, NY
- Developed and managed a flexible digital suite of assets across many digital channels for 9 globally trusted brands.

The Bountiful Company, Junior Web Designer
Apr 2014 – Oct 2015 | Ronkonkoma, NY
- Constructed organic social media content, paid banner ads, and email marketing newsletters for 9 nutrition brands.

EDUCATION
LIU Post
B.F.A in Digital Art and Design
Sept 2010 - May 2014 | Brookville, NY

CERTIFICATIONS
Coursera
Google AI Essentials by Google
Sept 4, 2024

Coursera
Foundations of User Experience (UX) Design
Sept 26, 2024

SKILLS
UI / UX Design	Prompt Design
Prototyping	E-Commerce
Storyboarding	Email Marketing
Wireframing	Video Editing
Web Design	Motion Graphics
Generative AI	Photography
Social Media Marketing	

TOOLS
Figma	Midjourney
Photoshop	Magento
Illustrator	HubSpot
AfterEffects	UnBounce
Dreamweaver	Buyist
InDesign	JIRA
HTML / CSS	Monday.com

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