

Barbara Rodriguez

UX PRODUCT DESIGNER

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Brooklyn, NY

EDUCATION

Harvard University

Leadership Comm.
Jan -May 2024

Career Discovery
Program - Arch.
Summer 2014

MIT - Sloan

Design Thinking
Executive Program
Nov - Dec 2021

Boston University

BA - Arch. Studies
Business Minor
2013 - 2017

SKILLS

UX Research •
Prototype • Scrum •
Workflows • QA •
Team building • Vis.
Design • Workshop
strategy • Scrum

TOOLS

Figma • Google
Workspace •
Microsoft Suite •
Bomgar • Sketch

LANGUAGES

Fluent in Spanish &
English

EMPLOYMENT

Bloomberg L.P.

Senior Interaction Designer - Platform & Toolkits Jan 2023 - Present

- Launch, lead & manage projects for the Bloomberg Terminal, including the Bloomberg window interface redesign & onboarding, dashboard tooling, desktop tool improvements, AI design system documentation, Bloomberg AI integration with the Terminal, login workflows, export & share workflow standardization, & system settings.
- Presented in company townhalls, represented Bloomberg in design conferences for exposure & recruitment.

Interaction Designer - Platform & Toolkits Feb 2022- Jan 2023

- Performed QA on login workflows, led several workshops for project kickoffs & retros, helped create design systems for platform-wide projects (write guidance, design all interactions, collaborate with engineers, test) for both Terminal & Web design systems.

Adaptive Financial Consulting

Lead UX Designer Jan 2021 - Feb 2022

- Led the design for projects involving top financial institutions. Ran multiple client workflows, created & mapped complex user journeys. Worked closely with PO's to define vision & product direction.
- Designed for an FX platform used by +1k users, where we expanded the transaction type offerings to grow their transaction activity by 30% within 2 years.

Lab 49

Associate UX Designer Jul 2019 - Dec 2020

- Worked with leading Wall Street banks to reimagine, design & implement internal & external applications.
- Led the design for a trade management platform used by PM & traders that solved efficiency & collaboration issues.
- Led the design for a risk assessment tool that aimed to mitigate risk as accurate as possible. The final product was noted as best in class by the division's department heads.

Analyst UX Designer Jul 2017 - Jul 2019

- Collaborated in projects with design leads. Assisted in building a strong UX team culture by setting up group reviews & workshops.