

# Joey Rodriguez

<https://www.jrodthedesigner.com>

[jrodriguez@outlook.com](mailto:jrodriguez@outlook.com)

[LinkedIn Profile](#)

201-875-0155



---

## Skills

- UX/UI Design
- Wireframes, Prototyping
- Case Studies
- A/B Testing & QA
- Adobe Xd, Figma, Sketch
- InVision, Notion
- Front End Development
- HTML, CSS, JavaScript
- jQuery, Classic ASP
- Bootstrap, SQL, MySQL
- MongoDB, Express.js, Angular, Node.js
- Web Design
- Adobe Creative Suite
- Photoshop, Illustrator
- GTM, SEO, KPI
- Litmus, GDPR, Jira
- Blogs, Social Media
- Email Marketing
- Salesforce Cloud
- Journey Builder
- Automation Studio
- CRM, AMPscript
- Google Analytics

---

## Experience

Jan 2021 – Present

### Senior Marketing Technology Manager / Harvard Business School, Allston, MA

I enhance the prospect journey through personalized email communications, landing pages, and digital experiences that are cohesive in design and tone. I also guide the consistent refinement and evolution of lead acquisition strategies in partnership with key stakeholders, media agencies, regional and global teams.

#### IMPACT &

#### ACCOMPLISHMENTS:

- Streamlined marketing operations by implementing various automation platforms. This reduced manual tasks and increased efficiency. Email campaign sends doubled within the first year.
- Personalized user experience via customer segmentation, dynamic content, and marketing automation tools. I developed targeted nurture campaigns that increased user engagement by 30% YOY.
- Spearheaded the creation of a marketing technology team to provide technical support to our campaign efforts.

Jun 2019 – Dec 2020

### UX/UI Developer / Convention Data Services, Bourne, MA

I designed wireframes and prototypes of registration pages with Adobe Xd. I also provided UX research during scrum meetings to discuss potential site improvements and web design suggestions.

#### IMPACT &

#### ACCOMPLISHMENTS:

- Redesigned a backend admin dashboard base-code for clients and registration managers.
- Established a UX Committee to streamline solutions for clients in modernizing their web pages and providing more efficient turnarounds on product delivery.
- Designed a digital badge product to create a contactless scanning solution for onsite attendees.

Jul 2017 – Jun 2019

## **Associate Web Developer /** Convention Data Services, Bourne, MA

I built responsive web pages for multiple clients using ASP, PHP, JavaScript, HTML & CSS. I also developed and designed tablet kiosks and web apps for client registration pages.

### IMPACT & ACCOMPLISHMENTS:

- Designed & developed an onsite QR scanner kiosk. It reduced logistic costs in half and doubled our revenue.
- Coordinated a Marketing Committee that targeted client campaign needs. New product offerings were created.
- Established a 3<sup>rd</sup> Party app relationship with inGo. My custom widget designs elevated contract renewals by 90%

Jun 2016 – Jul 2017

## **Email Blast Coordinator /** Convention Data Services, Bourne, MA

Developed custom emails that are compliant with accessibility and responsive design standards for backend systems using our in-house CRM platform. Managed and extracted email listings from SQL databases for marketing campaigns.

### IMPACT & ACCOMPLISHMENTS:

- Designed Responsive HTML Email Templates that boost development productivity by over 40%.
- Coordinated a Marketing Committee that targeted client campaign needs. New product offerings were created.
- Managed to promote additional EBCs to help build an automated email deployment system, trained in-house.

Mar 2012 – Jun 2016

## **UI Designer /** Clipix, Fort Lee, NJ

I collaborated with the Director of User Experience on app development for iOS and Android devices through step-by-step mockups and bug testing. I also helped update the UI of Clipix on various modal windows and splash pages.

### IMPACT & ACCOMPLISHMENTS:

- Curated content for Dr. Oz's Sharecare website. Membership increased over 25% at launch.
- Designed promotional material for the Forbes Magazine Travel Guide x Clipix partnership.
- Developed a feature that allowed users to group clipboards. This improved user experience and app ratings.

Mar 2012 – Jun 2016

## Web Designer / MyRegistry.com, Fort Lee, NJ

I was responsible for designing and coding landing pages, mobile sites, and email campaigns using HTML & CSS. I also created banner/magazine ads that promote MyRegistry.com as well as partner stores and affiliate networks.

### IMPACT & ACCOMPLISHMENTS:

- Obtained new clients as merchants via promotional and onboarding presentation decks.
- Developed successful email campaigns to push software sales and e-commerce promotions.
- Created several WordPress blogs for Interns to boost brand awareness. Affiliate commissions doubled at launch.

---

## Education

### Graduate Certificate – Front-End Web Development

### Micro Certificate – Web Application Development

### Micro Certificate – UX/UI Design

Harvard Extension School

### BFA – Electronic Design & Multimedia

The City College of New York, New York, NY

### AAS – Digital Design & Computer Graphics

Bronx Community College, Bronx, NY

---

## Soft Skills

- consistent
- interpersonal
- team collaboration
- problem solving
- verbal communication