

Efrain “Ef” Rodriguez

Experienced UI/UX Designer, Web Strategist & Product Manager

TECHNICAL EXPERTISE

UI/UX Designer trained at Human Factors International
Expert-level Digital Strategist, Designer & Marketing Manager
HTML/CSS/Bootstrap & eCommerce Developer
Product Manager & MVP Strategist
Google Analytics, Ad Metrics, SEO & Content Manager
Award-winning Graphic Designer & Social Media Creator

EXPERIENCE

UI/UX Designer, SEO Strategist & Product Manager *Independent Contractor, Atlanta, GA*

Developed & activated corporate digital and marketing projects.

ElectSmart.com: Election campaign management & eCommerce platform. Lead UI/UX designer & SQL-MySQL data integration.

CoopToolbox.com: Cloud-based management platform for non profits. Lead HTML/CSS/Bootstrap, data capture & live reports developer.

Yobeo.com: Spanish language job board. Lead developer, UI/UX designer & bilingual marketing strategist.

Social Media Management: Content creator for @MoreBikeLanes, @PerformanceBike, @Zombie.Camels & @sopobikecoop

Chief Information Officer, Multimedia Design & Marketing *County Commissioners of Georgia, Atlanta, GA*

Implemented all corporate Information Technology projects, managed contractors, developed budget and developed eCommerce platform.

ACCG.org: Online communications platform for all 159 Georgia counties & 800+ elected officials. Webmaster, UI/UX & CMS.

CivicAffairs.org: State-wide government foundation. Designed UI/UX frontend strategy on WordPress platform & created multimedia content.

ACCGInsurance.com: County insurance services & claims reporting platform. Project Manager for MARSH authentication process.

Census 2010 Ad Campaign: Lead marketing strategist & graphic designer for Spanish sub-market campaign for all USPS Post Offices.

Information Technology: Project manager on corporate network integration, VoIP call center activation & A/V lobby area integration.

SKILLS

Product & Project Manager
Marketing & Graphic Design
Website Usability Analyst
eBusiness Design & Marketing
Branding & Event Promotion
HTML/CSS/Bootstrap Web & Mobile Platform Developer
GIS / ESRI ArcGIS
SEO / WordPress / MySQL
Google Analytics / Ad Metric
Agile/Scrum Methodology
VoIP / A/V / Security Cameras
Video Production / Webinars
Math / Computer Teacher
3D & Computer Aided Design
Windows Server Networking
Audio/Video Integration

AWARDS

A Website to Behold
Full-page feature on *Atlanta Journal Constitution* news on development of first State of GA multilingual website.

USA Today Education Best Bet Web Award
Awarded for developing a top national education website.

Graphic Design USA: American Design Award
Two-time marketing & graphic design winner.

Published photographer.

Webmaster, UI/UX Analyst & Graphic Designer Georgia Department of Education, Atlanta, GA

Lead agency Webmaster for all state-wide digital platforms.

GADOE.org: Georgia Public Schools online application & educator portal. Developer of the first State of Georgia multilingual website.

No Child Left Behind: Project Manager & UI/UX Designer on Federal AYP reporting platform of 300k+ data sets for 2,200 public schools.

Georgia.org: Official State of Georgia online portal. Public Education representative on initial state portal development team.

Yahoo/AOL @ School: State of Georgia project representative for successful integration & data sharing with global digital platform.

EDUCATION

Inter American University, San Juan, PR
Bachelor of Science in Mathematics / Minor in Computer Science

Inter American University, San Juan, PR
Bachelor of Arts in Pure Mathematics

TRAVEL

Traveled to 35+ states in U.S.A., Canada, Mexico, Cuba, Guatemala, Costa Rica, Panama, Puerto Rico, Dominican Republic, St. Thomas, France, Italy, Belgium and United Kingdom.

HOBBIES AND INTERESTS

Inventing, reading, mountain biking (founder of the largest social mountain biking club in Georgia), traveling, golf, volunteering, music, art, hiking, photography and fixing cars.

ADDITIONAL COMPLETED ONLINE PROJECTS (50+ Projects)

GEBCorp Retirement Services: www.gebcorp.com

Zombie Camels MTB Club: www.zombiecaml.com

Rockdale Medical Center: www.rockdalemedicalcenter.org

More Bike Lanes: www.morebikelanes.com

Majestic Business Services: www.majesticbiz.net

Hog Tide BBQ: www.hogtidebbq.com

Sopo Bike Cooperative: www.sopobikes.org

Captain's Crete Construction: www.captainscrete.com

EVENT MANAGEMENT, VOLUNTEERING & PERSONAL

Organizer

Annual Wellness Walk

800+ conference participants
Savannah, GA

Event Leader & Sponsor

Atlanta Cycling Festival
Week-long cycling event
Atlanta, GA

Founder & Event Organizer

Zombie Camels MTB Club
Largest bike club in Georgia
Atlanta, GA

Founder & Community Rep

More Bike Lanes Initiative
Social advocacy program
Atlanta, GA

Chairperson

Sopo Bike Cooperative
Non-profit, community shop
Atlanta, GA

LANGUAGES

Fluent in English & Spanish