



Rogelio (Roy) Chavez

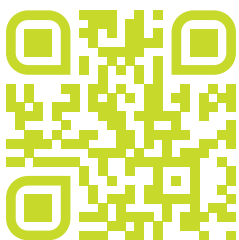
868 Washington St.
Mountain View, CA 94043

Mobile: (956) 226-9551

email: roy.chavez@gmail.com

LinkedIn: /in/roychavez

https:// roychavez.com



PRODUCT DESIGNER & ENGINEER

Experience

7/2024 - Present | Various Contract, Digisoma

Remote

Design, development and consultation for start-ups in the advertising, athletic and music industries. Details available upon request and on website.

Tools: Figma, Adobe, VS Code, React, Next.js, Vite, Tailwind, TypeScript, AWS

6/2024 - 4/2021 UX Designer/Data Engineer, PG&E

Remote, Bay Area, CA

Integration of large Geospatial data sets using the Material Design design system and ArcGIS Pro. Designed custom interfaces using Material UI and ArcGIS maps to provide visual tracking of wildfire events. Validate necessary large data sets and fields. UI design and prototyping using Palantir Foundry and Workshop. Built map interfaces for tracking wildfire events using Palantir Ontology objects. Lead user interview and usability tasks during fire event real-world exercises. Hands-on UI and information design, research, documentation, click-through prototypes, Daily alignment with business and product owners. Exploratory research with AI tools like Dynatrace, Gemini and Microsoft Copilot. Participate in PI planning feature refinement and retrospectives.

Tools: Figma, Sketch, Palantir (Foundry, Workshop, Contour), ArcGIS, Dynatrace DEM, Copilot, Jira, Confluence

4/2021 - 10/2018 | UX Lead and Technical Consultant, LTI

@ Disney/Fox/Cisco

Hybrid, San Jose/LA, CA

Daily alignment with business, development & design groups for Cisco, Fox and Disney for enterprise applications in supply chain, program scheduling and HR portal respectively. Participate in design thinking, planning and feature refinement. Conduct user interviews and validation exercises. UX Lead for offshore design team managing tasks and requirements. Integrate design systems and provide rapid UI solutions and prototypes. Check in version controlled code to production.

Tools: Salesforce, ServiceNow, Jira, SharePoint, Adobe, Figma, Angular, VS Code, Bitbucket, Loop11, HTML/CSS/JS

6/2018 - 11/2017 | UX Manager & Developer, RumbleOn

Hybrid, Irving, TX

UI design and user experience enhancement for custom e-commerce application. Establish strategy and roadmap. Perform heuristic evaluations for legacy UI with annotated wireframes and mockups. Produce rapid and React prototypes for desktop and mobile. Check in version controlled code to production.

Tools: Adobe XD, Invision, UXPin, React, VS Code, Bitbucket, HTML/CSS/JS

10/2017 - 10/2016 | UX Developer, New Western Acquisitions

Hybrid, Irving, TX

Product design for real estate wholesale comp management web application. Synthesize product feature, strategy and roadmap for business and development stakeholders. On location user interviews and moderated usability tasks. Design flows, site maps, mockups, rapid and version controlled code to production.

Tools: Adobe, Invision, VS Code, Loop11, Bitbucket, Symfony PHP, HTML/CSS/JS

7/2016 - 2/2013 | UX Designer & Developer, Check Into Cash

Cleveland, TN

Agile. Competitor and user research. Persona creation, designed annotated wireframes, visual design guidelines and design style guide. Quantitative data analysis with conversion funnels, A/B testing, and heat maps. Sketch wireframes, production ready prototypes. Landing page design, development and optimization. Responsive and mobile front-end development.

Tools: Sketch, Adobe, Optimizely, VS Studio, Wordpress, HTML/CSS/, jQuery

2012 - 2011 | UX Developer, UPG/GameStop, Creative Circle

Grapevine, TX

Requirement gathering, competitor research, and storyboarding. Wireframe and mockup design. Discovery to prototyping. B2B online store with inventory database search, product favorites, shopping cart and invoice management. Design online rewards store for GameStop Rewards account holders and the internal GoStores pre-owned training and information portal.

Tools: Axure, Adobe, HTML/CSS



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PRODUCT DESIGNER & ENGINEER

continued

2010 - 2009 | User Interface & Experience Designer, American Airlines
Fort Worth, TX

Agile. Alignment with business and product owners. User research and empathy maps. Sketch wireframes and produce interactive prototypes. Produce hi-fidelity mockups for desktop and mobile. Participate in moderated usability testing.

Tools: Axure, Adobe, Usability Testing

2008 - 2004 Technical Instructor, Texas State Technical College
Harlingen, TX

Design course outline and syllabi for Interactive Multimedia courses. Teach Intro an Advanced Web Design courses for classes between 10-20 students. Create lessons, assignments and projects.

Leadership

▪ UX Workshop

Organized and led a UX Workshop for the PG&E Public Safety Power Shutoff teams, product owners, product managers and project managers, increasing knowledge and awareness of the UX design process and best practices.

▪ Emergency Management Institute - FEMA

Professional development and completion of the Independent Study courses:
IS-100.C: INCIDENT COMMAND SYSTEM
IS-200.C: BASIC INCIDENT COMMAND SYSTEM FOR INITIAL RESPONSE
IS-800.D: NATIONAL RESPONSE FRAMEWORK

▪ UX Lead

Led on-site and off-shore UX designers for the Cisco COOL project
Lead off-shore UI designers for the FOX VPS and Disney HR portal projects

▪ UX Manager

Established User Experience design process at RumbleOn into the Agile development cycles for product.

▪ Instructor: Web Design, Interactive Multimedia and Video Animation

4 years adjunct and permanent instructor to over 200+ students in the Digital Media Design program at Texas State Technical College.

Skills

UI design, Figma ▪ Sketch ▪ Adobe Creative Cloud ▪ Web and Native app design ▪ Bitbucket ▪ GitHub ▪ Salesforce (SLDS) ▪ ServiceNow ▪ Palantir (Foundry, Workshop, Contour) ▪ Visual Studio Code ▪ HTML/CSS ▪ SaaS ▪ React ▪ Next.js ▪ Vite ▪ TypeScript ▪ Tailwind ▪ Continuous Development ▪ Conversational (AI) ▪ Prompt engineering ▪ AI Rules, Memory and Commands ▪ Typography ▪ Color Theory ▪ Design Thinking ▪ Agile ▪ Git ▪ Jira ▪ User-story writing ▪ persona creation ▪ process flows ▪ wireframing ▪ rapid prototyping ▪ landing page optimization ▪ A/B testing ▪ Remote & moderated usability testing ▪ KPI success metrics ▪ Documentation ▪ Instructional design ▪ Animation ▪ Motion graphics ▪ Google Gemini ▪ Google AI Studio ▪ Claude ▪ ChatGPT ▪ Microsoft Copilot

Education

1998-2000 Texas State Technical College, Harlingen, TX
Associates Applied Science

