



Rogelio (Roy) Chavez

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UX/UI

RESEARCH, DESIGN & DEVELOPMENT

Profile

Creative problem solver with the ability to work through complex details to align business goals and brand standards with UX strategies. I have years of hands-on technical experience and extensive user-centered design practices, with a ready-to-go attitude. I understand the importance of clear communication and I work well with project management and technical engineers to ensure best practices in both design and continuous development.

Experience

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

Remote, Bay Area, CA

Individual contributor supporting 3 applications used to manage PSPS events. Hands-on UI and information design, research, documentation, click-through prototypes, user interview and usability tasks. Daily alignment with business and product owners. Feasibility and QA alignment with developers and dev leads. Participate in PI planning and feature refinement.

Tools: [Figma](#), [Sketch](#), [Palantir](#), [Foundry](#), [Esri](#), [ArcGIS](#), [Dynatrace](#) DEM, [Microsoft Office Suite](#), [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

Website UI design and user experience enhancement. 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](#), [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](#), [HTML/CSS/JS](#)



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continued

2/2013 - 7/2016 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](#), [Code](#)

2011 - 2012 UX Developer, UPG/GameStop

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](#), [Code](#)

2009 - 2010 User Interface & Experience Designer, American Airlines

Fort Worth, TX

Agile. Meet and present to 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](#)

2004 - 2008 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.

Education

1998-2000 Texas State Technical College, Harlingen, TX

Associates Applied Science

Skills

Agile • Git • Jira • Figma • Sketch • Bitbucket • Salesforce • Palantir Foundry • Salesforce • SLDS • E-commerce • Visual Studio • VS Code • React • HTML/CSS • jQuery • Sass • SaaS • Continuous Development • Axure • Adobe Creative Cloud • user-story writing • persona creation • process flows • wireframing • UI design • rapid and production-ready prototyping • email marketing • landing page optimization • A/B testing • remote & moderated usability testing • KPI's • success metrics • documentation • instructional design • animation • motion graphics • collaboration with Product and Project managers • collaboration with technical engineers