



**Rogelio (Roy) Chavez**

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# PRODUCT DESIGNER & ENGINEER

## Experience

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

Remote, Bay Area, CA

Integration of Geo-spatial ArcGIS maps, large data sets for improved UI and user experience of 3 applications used to manage Public Safety Power Shutoff events. 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, 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

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, 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

**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, Code

**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, Code

**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



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# PRODUCT DESIGNER & ENGINEER

*continued*

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

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### ▪ 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

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Design Composition • Visual dynamics • Typography • Color Theory • Touchscreen • Conversational (Ai) • Design Thinking • Agile • Git • Jira • Figma • Sketch • Bitbucket • Salesforce • Palantir Foundry • ServiceNow • 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 • landing page optimization • A/B testing • CX insights usability testing (remote & moderated) • KPI's • success metrics • documentation • instructional design • animation • motion graphics • collaboration with Product and Project managers • collaboration with technical engineers • ChatGPT • Google Gemini • Google AI Studio • Claude • Microsoft Copilot

## Education

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1998-2000 Texas State Technical College, Harlingen, TX

Associates Applied Science

