

# PATRICK RODRIGUEZ

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## BIO

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Visual communicator skilled in graphic design, digital illustration, and print and web production. I combine creative versatility with interaction design thinking and cross-functional collaboration to produce clear, engaging materials that make complex information accessible to diverse audiences.

## EDUCATION

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### SANTA MONICA COLLEGE

Bachelor of Science

Major in Interaction Design

Cumulative GPA: 3.93/4.0; Dean's List 2020-2022

Relevant Skills: User Research, User Experience Design, Prototyping, Wireframing, Information Architecture, Usability Testing

Los Angeles, CA

Sep 2020 – June 2022

### COLLEGE OF SAN MATEO

Associate of Arts

Major in Graphic Design

Relevant Skills: Visual Communication, Typography, Digital Illustration, Layout Design, Print Production

San Mateo, CA

Aug 2018 – May 2020

- Completed client projects including a published book cover design and a departmental brochure for college faculty. Produced a printed book of original art and designs as a capstone project. Awarded 2018 Artist of the Year by the Burlingame Art Society.

### SKYLINE COLLEGE

Study Abroad Program

Cultural Anthropology - Brazil

Relevant Skills: Cross-Cultural Observation; Ethnographic Methods; Brazilian Portuguese; Cultural Adaptation

San Bruno, CA

Jul 2019 – Aug 2019

## WORK EXPERIENCE

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### ZOOX (through HA Transportation Services LLC)

Rider Operations Customer Service Agent

- Provide live rider support before, during, and after missions, resolving issues through real-time monitoring of operational dashboards and vehicle data.

- Collaborate cross-functionally with Fleet Operations, Product, Software, and UX teams to escalate technical issues and contribute to process improvements based on rider feedback.

Foster City, CA

Aug 2025 – Present

### IDEO

Interaction Design Fellow

- Designed a conversational-A.I. appliance repair diagnosis tool, creating chatbot persona guidelines, UI assets, wireframes, and prototypes while synthesizing research insights, establishing a brand style guide and leveraging Figma/AE for motion design content within a distributed team of UX designers, data scientists, and developers.

- Created immersive A.R. experience for COP28 promoting reusable products and climate awareness. Developed vector iconography and interactive prototypes in Adobe Aero, laser-engraved fabrication assets, and conducted cultural research on Peruvian culture to localize design effectively.

- Developed and co-facilitated virtual, bilingual (English/Spanish) workshops for multinational corporation in South America, teaching Generative A.I. concepts through gamified activities. Designed scalable curriculum framework in collaboration with IDEO's PlayLab.

San Francisco, CA

Sep 2023 – Mar 2024

## UBER

Community Operations Specialist (Uber Expert)

San Francisco, CA  
Nov 2016 – Jun 2020

- Delivered exceptional customer support to 100+ driver-partners weekly through in-person, phone, and in-app messaging, ensuring prompt issue resolution and satisfaction; supporting multiple hub locations (Daly City, San Francisco).
- Collaborated with cross-functional teams, including Design, Legal/Fraud, and Engineering, to communicate user feedback and insights gathered from driver-partner interactions, contributing to data-driven product improvements.
- Leveraged personal rideshare driver experience and active listening skills to empathetically support Uber driver-partners in English, Portuguese, and Spanish.

## UNIVERSITY PROJECTS

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### GRAND GAMES

Fall 2021

- To address Grand Park's (L.A.) concerns of low visitor rate and lack of public awareness, I designed and prototyped a multi-cultural gaming experience as a series of instructional signs printed throughout the park.
- Oversaw demographic research efforts, graphic composition and color themes, and copy translations (English/Spanish) to promote cultural exchange and foster a sense of local community.
- Curated an interactive marketing campaign on Instagram to build awareness around the project, collecting over 6,200 views and 300 interactions.

### SPEX: MIXED-REALITY LEARNING TOOL

Spring 2021

- Conceptualized a mixed-reality wearable designed to improve training and skill acquisition for remote knowledge workers.
- Performed market research, user journey mapping, and storyboarding. As a team of 3 interaction designers, crafted physical prototypes, ideated gesture-based interactions, and visualized AR-based UI using Fusion 360 and Adobe After Effects.

## ACTIVITIES

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### STANFORD D.SCHOOL

University Innovation Fellow

Stanford, CA  
Aug 2021 – Oct 2021

- Nominated along with 3 other IxD students as the 1st cohort from Santa Monica College to enroll in Stanford d.school's University Innovation Fellows (UIF) program.
- Partnered with peers, faculty, and institutional stakeholders to conduct need-finding and apply UX methodology end-to-end, from discovery through prototyping, presenting implementation plans to key faculty to foster innovation, entrepreneurship, and interdepartmental collaboration at SMC.

## ADDITIONAL

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### Professional Skills:

- Visual Communication & Brand Identity, Layout & Typography, Design Thinking Facilitation, Stakeholder & Cross-Functional Collaboration, Multilingual Communication

### Technical Skills:

- Adobe Creative Suite (Illustrator, Photoshop, InDesign, After Effects, Premiere Pro), Web Development (HTML/CSS, JavaScript/GSAP), Digital Prototyping Tools (Figma, FigJam, Mural), Google Workspace (Docs, Sheets, Slides, Forms), JIRA, Slack. Proficient in both macOS and Windows environments.

### Languages:

- English (Native)
- Portuguese (Professional)
- Spanish (Professional)