

# Rodrigo Roque-Hernandez

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UX/UI Designer | Figma Design Systems | Brand-Consistent Digital Experiences

## EDUCATION

### University of North Carolina at Chapel Hill

Bachelor of Science in Information Science & Data Science

Awards & Involvement:

Chapel Hill, NC

August 2023 – May 2027

HSF Scholarship | CAMpFIRE Scholarship | SHPE UNC | SolHacks

## EXPERIENCE

### Figma Campus Leader

Figma - Representation UNC-Chapel Hill

Aug 2026 – Present

Chapel Hill, NC

- Selected to represent Figma on campus against **100+** applicants nationwide, leading a student design community through workshops, including a Figma Basics session for **30+** students and hackathons that build peers' design skills
- Collaborate directly with Figma's Education and Product teams, providing feedback on unreleased features and joining leadership and roadmap sessions, while managing **\$2,500+** and partnerships to fund community initiatives

### Design Engineer Intern

SAS Institute – Figma, React, User Research, AEM

May 2026 – Present

Cary, NC

- Shipped "The Impact of Trust" live on sas.com; owning architecture layout, component systems; partnering with engineering through implementation, driving **50,000+** views
- Revamped customer success story page templates ready for migration, translating platform constraints, brand standards, and accessibility requirements into a scalable approach across **50+** company partners
- Extended into a year-round Design Engineer role — one of **200** summer interns retained — based on project impact and team need

### Web Director

Clients: NAHJ, Coulture, SolHacks – React, Firebase, HTML, CSS, JavaScript, Figma

Aug. 2025 – Present

Chapel Hill, NC

- Identified a gap in web presence and drove 0-to-1 platform strategy with modular systems for publishing, newsroom workflows, and event registration for **10+** contributors
- Owned the design-to-code pipeline end-to-end, shipping production React interfaces from Figma across three self-initiated platforms
- Instrumented analytics and iterated on UX based on data, driving a **23% average** lift in engagement and session duration across client platforms

### Executive Director

SolHacks – UNC SHPE's Hackathon

Jan. 2025 – Present

Chapel Hill, NC

- Owned end-to-end strategy across logistics, marketing, finance, and operations, scaling the hackathon across two years to **120+ attendees** from universities across North and South Carolina and **30 shipped projects**
- Secured and managed partnerships with Wells Fargo, IBM, and Microsoft to deliver workshops, panels, and mentorship programming that expanded professional access for students in tech

## DESIGN & PRODUCT PROJECTS

### Figma Learn – In-App Learning System | Figma, UX Research, Interaction Design

MEJO 581 Capstone

- Designed a **13-screen** in-app on-boarding and learning system for Figma across two user flows, informed by 3 listening sessions, journey mapping, and HMW frameworks
- Delivered a full style guide, reusable component system, and presentation deck focused on reducing new-user drop-off through contextual, in-product guidance

## TECHNICAL SKILLS

**Design:** Figma, Prototyping, Wireframing, Design Systems, Interaction Design, Usability Testing, AEM/CMS

**Frontend:** React, JavaScript, HTML/CSS, Firebase, WordPress

**Research & Analytics:** User Research, Engagement Analytics, Data Visualization, A/B Testing

**Tools:** Git, VS Code, Google Analytics, Notion, Claude, MCPs