



ABOUT ME

Greetings from Miami, Florida! I'm Carlos Roldan, a product designer who specializes in UX for ecommerce.

I have 10+ years experience on agile teams, partnering with product owners, data scientists, and engineers, to produce meaningful user experiences.

So if you're looking for a design leader who can amplify your teams ability to make products and features more valuable, easier-to-use, and with a higher level of quality- then I'm your guy! Oh and by the way, I can grow a pretty mean beard while I'm at it too.

CERTIFICATIONS

Google Analytics

User Experience Design

Design Sprint Master

CONTACT ME

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CARLOS ROLDAN

Product Design • UX • Ecommerce

EXPERIENCE

UX Manager

Jan 2018 - April 2020

Celebrity Cruises

As the brand steward for Celebrity Cruises, I successfully created meaningful product experiences, while providing leadership to cross-functional UX, content, and engineering teams.

Sr. UX Designer

Oct 2016 - Dec 2017

Celebrity Cruises

Researched, designed & produced UX deliverables in an agile team environment. Successfully collaborated with product owners and engineers to launch the new and improved Celebrity website.

Ecommerce Specialist

Sep 2013 - Aug 2016

Assurant

Created the digital customer experience roadmap for the Renters Insurance product. Launched new responsive website, content management system and improved overall user experience. Boosted direct sales revenue by \$1.7 Million.

Digital Marketing Manager

Oct 2012 - Sep 2013

Cisco Systems

Focused on managing the digital marketing strategy in support of the Latin American field marketing teams. Conducted user research, designed, tested and iterated on customer focused digital product campaigns that increased sales by 125%.

Web Marketing Manager

Mar 2011 - Oct 2012

Karisma Hotels

Led the digital marketing, e-commerce, social media and design teams. Successfully launched corporate websites, content management systems, travel agent portals and improved overall user experience. Won two social media awards.

Web Marketing Manager

Jan 2001 - Feb 2011

Carnival Cruise Lines

Designed and optimized digital content for trade and consumer websites. Successfully launched travel agent portal and CCL University training program that more than doubled user participation. Produced e-learning courses and how-to video tutorials. Established User Acceptance Testing department.

EDUCATION

BS, Marketing

Southern New Hampshire University

AA, Web Design

Florida Career College

SKILLS

Product Design



UX Design



Ecommerce



UX Leadership



UX Vision



Presentation Design



*Bilingual - English & Spanish