

## Experience

### Freelance Designer

Self-Employed | March 2022 – Present

Led graphic design and UX/UI projects, consulting with clients to deliver tailored solutions that enhance user engagement and visual communication. Founded an independent record label, managing all aspects of brand identity, promotional materials, and digital presence to establish a distinctive market position. Successfully orchestrated three crowd-funding campaigns, securing funding for the first releases under my label, demonstrating project management and marketing skills.

### TransLoc — Durham, NC

*(Acquired by Ford Smart Mobility in January 2018)*

Product Design Manager | March 2020 – March 2022

Product Design Lead | February 2019 – March 2020

UX Engineer | March 2016 – February 2019

Led the design vision for the product portfolio, skillfully balancing user and business needs. Recruited and led TransLoc's first design team, underlining the importance of UX in the organization. Played a pivotal role in integrating UX Engineer roles and design processes during the Ford Smart Mobility acquisition and the mergers with DoubleMap and RideSystems.

### WillowTree — Durham, NC

Senior UX Designer | October 2015 – March 2016

Engaged in daily collaboration with a diverse team comprising software engineers, researchers, strategists, and project managers. Led ideation sessions, workshops, demos, and client presentations, driving interactive and productive exchanges.

### Two Toasters — Durham, NC

*(Acquired by Ticketmaster in April 2015)*

Senior UX Designer | January 2015 – September 2015

UX Designer | July 2012 – December 2014

Collaborated closely with iOS and Android developers to craft innovative mobile applications for a wide range of clients, from start-ups to multinational brands. Managed the entire mobile design process, encompassing client consultations, whiteboarding, wireframing, prototyping, mock-up creation, and final design preparation for developer handoff.

## Dustin Rhodes

Denver, Colorado

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## Education

### Bachelor of Graphic Design

North Carolina State University | Raleigh, NC  
May 2012

### Associate of Advertising and Graphic Design

Johnston Community College | Smithfield, NC  
December 2007

## Skills

Software Proficiency: Figma, Sketch, Adobe Create Suite, InVision, ProtoPie, Principle, Final Cut Pro, Microsoft Office Suite

Technical: UI/UX design, prototyping, graphic design, wireframing, interaction design, basic knowledge of HTML, CSS, and JavaScript

Soft Skills: problem solving, communication, collaboration, adaptability, attention to detail, feedback reception

## References

Available upon request