

Rosario Meza

Designing thoughtful digital products that simplify complex problems through UX, AI, and human-centered design.

Core UX/UI & Web Experience Competencies

- Product Design
- UX Strategy
- User Experience Design
- User Interface Design
- Information Architecture
- User Flows
- Wireframing
- Interactive Prototyping
- Design Systems
- Responsive Design
- Accessibility (WCAG)

Research & Optimization

- User Research
- Heuristic Evaluations
- Journey Mapping
- Usability Testing
- Behavioral Analytics (GA4, Hotjar)
- A/B Testing & SEO

Collaboration & Product Delivery

- Cross-functional Collaboration
- Product Managers
- Engineering
- Agile/Scrum
- Stakeholder Presentations
- Feature Prioritization
- Product Roadmapping

AI-Assisted Design

- Prompt Engineering
- ChatGPT
- Claude
- Lovable
- Figma Make
- Adobe Firefly
- Midjourney
- Synthesia

*Not all work samples publicly available on portfolio website due to NDA restrictions

Senior Product Designer • UX/UI • Design Systems

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 Clifton, New Jersey

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About Rosario Meza

Senior UX/UI Product Designer with 26+ years of experience designing enterprise software, SaaS platforms, responsive websites, and digital products. Passionate about creating intuitive, accessible digital experiences that simplify complex workflows through human-centered design and cross-functional collaboration.

Professional Experience

Founder | Senior Product Designer

Plan2Dish.com | 2026 - Present

- Conceived, designed, and launched an AI-powered meal planning platform from concept to production, leading product strategy, UX research, information architecture, wireframing, prototyping, visual design, and usability optimization.
- Designed intuitive workflows for meal planning, kitchen inventory, grocery lists, recipe management, and intelligent recommendations that reduce decision fatigue and food waste.
- Built a scalable design system and responsive interface while leveraging AI development tools to rapidly prototype, iterate, and ship production-ready experiences.
- Led continuous product improvements through user feedback, refining navigation, onboarding, accessibility, and overall UX after launch.
- Managed branding, product strategy, feature prioritization, website launch, marketing assets, and the ongoing product roadmap as founder.

UX/UI Designer

CloudX Systems (Bergen Logistics) | Mar 2020 - Jan 2026 | Remote

- Led end-to-end UX and interaction design for CloudX, a SaaS Warehouse Management System supporting global fulfillment operations.
- Designed complex user workflows, dashboards, and operational tools, translating logistics processes into intuitive user experiences.
- Created user flows, wireframes, interactive prototypes, and high-fidelity UI designs to support continuous product evolution.
- Conducted user research, heuristic evaluations, and usability testing to drive iterative improvements.
- Partnered with product managers and engineers to balance user needs, technical constraints, and business priorities.
- Led the end-to-end UX/UI design and launch of BergenLogistics.com and CloudXSystems.net, creating public-facing digital experiences supporting both the Bergen Logistics brand and the CloudX SaaS platform.
- Applied accessibility and usability best practices across enterprise applications and public-facing websites.

UI Designer & Web Production Specialist

Avenue Online, LLC. | Mar 2016 - Mar 2020 | Ridgefield, NJ / Remote

- Designed and optimized responsive eCommerce experiences on Salesforce Commerce Cloud, focusing on usability, accessibility, and conversion optimization.
- Created user flows, wireframes, prototypes, and responsive product experiences for CMS-driven marketing platforms.

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Design Tools

Figma • FigJam • Adobe XD • Balsamiq

Development

HTML5 • CSS3 • Bootstrap • JavaScript
• React • TypeScript • Supabase • Git • GitHub

Education & Professional Development

- Interaction Design Foundation (IxDF) – UX Design Coursework, 2022
- Advanced GA4 & SEO Optimization Coursework (Udemy)
- AVTECH Institute of Technology – Web Development Certification, NJ, 2004
- The College of New Jersey – B.F.A., Fine Arts & Animation, 1998

Languages

- Spanish (Native Speaker)
- English (Fluent)

References

- Available Upon Request

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Professional Experience (Continued)

UI Designer & Web Production Specialist | Continued

Avenue Online, LLC. | Mar 2016 - Mar 2020 | Ridgefield, NJ / Remote

- Collaborated with marketing, copywriting, and development teams to execute digital campaigns and improve customer engagement.
- Utilized analytics, A/B testing, and user feedback to iterate on web experiences and improve usability performance.
- Supported SEO and accessibility best practices across customer-facing digital experiences.
- Developed reusable UI components and page templates to streamline web production workflows and maintain consistency.

Design Supervisor / Senior Web Designer

Pristine Capital Holdings, Inc. | May 2004 - Oct 2015 | White Plains, NY / Remote

- Led UX/UI redesign initiatives for customer-facing websites and internal digital platforms, improving usability, accessibility, and user engagement.
- Designed responsive web interfaces, landing pages, and digital experiences aligned with branding and business goals.
- Collaborated with developers and business stakeholders to implement front-end enhancements and streamline user interactions.
- Created reusable web components and UI standards to improve consistency and efficiency across digital properties.
- Managed multiple web design and production projects simultaneously while mentoring a small creative team.
- Supported ongoing website updates, content improvements, and visual enhancements in fast-paced production environments.

Web Content Producer

Hachette Filipacchi Magazines, Inc., | 01/1999 - 10/2000 | NY, NY

- Managed web publishing and digital assets for major online magazine brands including Premiere, Woman's Day, Travel Holiday, Boating, George, and ELLE.

Selected Digital & Web Experience

UX/UI & Web Design & Development

Tote Bin Rentals | 2026

- Designed and built the end-to-end customer experience for a local moving-bin rental service. The work included brand application, service-area validation, package selection, scheduling, reservation flows, and front-end implementation.

UX/UI & Digital Experience Consultant

SpeedTrader.com | 2022 – 2025

- Designed and implemented UX/UI improvements for a financial trading platform website, enhancing usability, accessibility, and engagement.

UX/UI & Digital Experience Consultant

MasterTrader.com | 2016–2019

- Helped develop a large-scale online educational platform through UX/UI design, branding, email marketing, and eCommerce experience improvements.
- Created marketing assets, newsletters, and digital campaigns to support audience growth and brand recognition.

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