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| **Ethan Rogers** | UX Designer/Engineer – ethanrogers.vercel.app - ethan0380@gmail.com |

**About**

UX Designer and researcher with significant front-end programming expertise, building award-winning, customer-facing, and internal platforms at Kimberly-Clark for 4+ years using Figma and Next.js to streamline user workflows and boost efficiency.

**Education**

University of Washington – BDes in Interaction Design

**Experience**

Kimberly-Clark – UX Designer, UX Engineer, 2021–Present

Design Standards

- Architected and built a dynamic **Figma design system** with variables for seamless brand switching. Variables are matched with tailwind classes for easy development handoff.
- Led the creation of company-wide templates and standards for **brand websites**, reducing development time by 50% while enhancing consistency and accessibility across the catalog. Oversaw a team of 5 interns to implement designs across multiple brands.
- Established enterprise-wide **design standards** and conducted regular quality reviews to maintain consistency and quality across all internal products.
- Influenced the 2025 enterprise roadmap by **standardizing development practices** (Next.js and Tailwind), leveraging our updated design system for new products, and reworking legacy products for consistency.

Data & Analytics

- **Designed and developed** a GDUSA awarded internal analytic hub that greatly reduced the time to insight for ~1,500 users daily. Trained and implemented **OpenAI model** to allow users to find data, dashboards, and resources quickly. The site also hosts a growing number of consumer insight dashboards made by pulling data from a powerBI semantic model using their rest API. Currently enhancing the chatbot to generate custom dashboards.
- Led the design of multiple high-impact internal **analytics dashboards**, driving data-informed decisions for teams across global regions. Covering everything from basic inventory reports to advanced predictive analytics, these tools simplified complexity and ramped up efficiency.

Consumer-Facing Design

- Designed wireframes, mockups, and interactive prototypes in Figma for the **Huggies site redesign**, improving user navigation and increasing site retention time by over 75% per site analytics.
- Designed a short interactive quiz to educate users on diaper rash prevention and solutions, addressing a top concern identified through 20+ parent interviews.

User Research

- Conducted 50+ interviews with parents potty training their children, translating insights into **validated app concepts** with proven product-market fit. Conducted additional informal research by standing in local store diaper aisles, gathering feedback from shopping parents to further validate concepts for product-market fit.
- Conducted **A/B testing** on design concepts for the Huggies Rewards Platform, identifying optimizations that reduced user drop-off before sign-up by 50%.
- Conducted **usability testing** on an internal analytics tool, identifying key pain points and implementing design improvements leading to a 60% increase in sessions per day.

Freelance – Full Stack Designer & Developer, 2024–Present

- Designed and **developed** a website that allows buyers and sellers to connect for off-market real estate transactions using a complex matching algorithm based on their responses. This model simplifies transactions by bypassing traditional selling hurdles. (e.g. open houses, unserious buyers, unqualified buyers, etc.). Built in Next.js with supabase launching Q1 2025.
- Designed and developed a standard brand website for a property development company using Next.js and Sanity.io as the CMS. This site helps the customer's potential clients quickly understand how the company can provide value to them as well as showcasing their 100+ Projects.

Micro Focus – UX Intern, Summer 2019

- Modernized Reflection Desktop's UI (an app built in the early 90s) with an **icon library** aligned to corporate standards. Over 200 icons were created for things unique to the product.