

Payton Rodgers

College Station, TX | hello@payton-rodgers.com | linkedin.com/in/payton-rodgers | payton-rodgers.com

PROFESSIONAL SUMMARY

UX and Product Designer with end-to-end process experience spanning user research, wireframing, prototyping, and usability testing. Proficient in Figma and the full UX toolkit, with hands-on development skills in HTML, CSS, and JavaScript that enable close collaboration at the design-dev handoff. Background in digital content strategy and visual communication adds a versatile, audience-first perspective across design and content-driven work.

EDUCATION

Texas A&M University

B.S., Agricultural Communications and Journalism. Magna Cum Laude. GPA: 3.84.

Dec 2025

Relevant Coursework: Google UX Design Certificate (in progress)

EXPERIENCE

Behavior Technician (RBT)

Jan 2026 – May 2026

Action Behavior Centers

College Station, TX

- Adapted communication and support strategies to each child's individual needs, building a user-centered perspective that accounts for the full spectrum of user behavior and edge cases

Student Technician

Jul 2024 – Dec 2025

Texas A&M AgriLife Extension Service

College Station, TX

- Designed graphics and educational materials in Adobe Creative Cloud for EFNEP, a nutrition education program serving 6,961 participants in 2025, applying visual hierarchy and clarity principles to reach diverse audiences
- Created training resources and coached high school students on graphic design fundamentals
- Executed social media content strategy across Facebook, Instagram, and YouTube to support program outreach goals

Game Guide

Jul 2023 – Jan 2024

The Escape Game

The Colony, TX

- Facilitated multi-step group experiences in real time, adjusting pacing and communication style to each group's needs

PROJECTS

SproutLoop: Resale App Concept for Parent Communities

Google UX Certificate Capstone

- Conducted user interviews with 5 parents to identify core friction points, synthesizing findings into personas and journey maps
- Identified an unmet need around local pickup and shipping, then applied that insight to directly shape the app's core flow
- Iterated from paper wireframes to high-fidelity Figma prototype; usability testing with 5 participants drove improvements to reporting visibility, touch target sizing, and validation of the AI-assisted listing flow

11Pets: Mobile App UX Audit and Redesign

UX Case Study

- Audited 11Pets, identifying friction across onboarding, profile creation, daily care management, and premium feature discovery
- Defined the design challenge: create a more emotionally engaging pet-care experience while addressing unclear interactions, inconsistent branding, and premature premium barriers
- Redesigned key flows to reduce trust-eroding friction and improve task completion for users managing daily pet care

End-to-End Website and Brand Design

Client Projects (x2)

- Designed and built complete websites and visual identities for two clients with no prior digital presence, defining information architecture and navigation from scratch for each
- Coded each site in HTML, CSS, and JavaScript, then rebuilt in Astro with Sanity CMS for client-managed content

SKILLS

Design and Research: Figma, Prototyping, Usability Testing, Wireframing, User Interviews, Personas, Journey Mapping, Accessibility (WCAG AA), Visual Design, Canva

Development: HTML, CSS, JavaScript, Astro, Sanity CMS, WordPress, Elementor, Responsive Design

Adobe Creative Cloud: Adobe Illustrator, Adobe InDesign, Adobe Photoshop

Other: Content Strategy, Social Media Management, Cross-functional Collaboration, Strategic and Written Communication, Copy Editing