

Luis Carlos Rodriguez

Artificial Intelligence & Innovation Educator | Digital Product Designer

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Bilingual (English-Spanish) Digital Product Designer & AI Educator with expertise in UX, UI, app development, and project management. Adjunct professor specializing in AI literacy, Innovation, Design Thinking, and IT Project Management. Skilled in collaborating with multidisciplinary teams in global environments.

Areas of Expertise

- Artificial Intelligence & Innovation Education (Intro to AI, AI in Healthcare, Design Thinking, Design)
- Digital Product Design & UX (User-Centered Visual Design, Wireframing, Prototyping)
- IT Project Management (Kanban, Trello, Product Development, Agile, Scrum)
- Multidisciplinary Collaboration (Healthcare, Engineering, Design, Tech, Marketing)
- Bilingual & Cross-Cultural Communication (English-Spanish, Global Teams)

Key Achievements

- **Co-founded** [teamJOE](#), a community-driven fitness social network, leading UX and product design.
- **Redesigned** the brand identity for [TELECARIBE](#), a major regional TV channel, creating a new logo, wordmark, and visual identity.
- **Developed and taught** the first [AI & Innovation courses](#) for students in medicine, microbiology, bacteriology, physical therapy, and surgical instrumentation at Universidad Libre.
- **Led** academic innovation strategy for Universidad Libre's Engineering Innovation Lab, designing and delivering its first [Design Thinking workshops](#).
- **Guided** my nephew in the [2023 NASA International Space Apps Hackathon](#), where our project, using Generative AI (ChatGPT, MidJourney, Runway), won in the "Idea Impact" category for conceptualizing a scientifically viable exoplanet with sustainable life conditions
- **Collaborated** with Fortune 500 companies ([Sony](#), [Pitney Bowes](#)) on digital product development, working with cross-functional teams in design, engineering, art, and marketing.
- **Contributed** to the 3D animation pipeline at [Blue Sky Studios](#) (20th Century Fox) for the major animated film [EPIC](#), working alongside artists, engineers, and industry experts. [Full Cast and Crew](#)

Professional Experience

- **Adjunct Professor – AI, Design Thinking for Innovation, Design & IT Project Management**
Universidad Libre | Since Aug 2023
Ministry of IT & Communications, TalentoTECH (Gov. of Colombia) | Sept – Nov 2024
- **Technical Leader – Innovation Center**
Universidad del Atlántico | Oct 2022 – Dec 2023
- **Designer & Art Director – Corporate Identity**
TELECARIBE | Feb – Jun 2023
- **Co-founder, PM, UX Designer**
teamJOE | 2014 – 2019
- **Rendering TA – 3D Animation**
Blue Sky Studios (20th Century Fox) | 2012 – 2013
- **UI & UX Designer**
Sony Electronics, Pitney Bowes | 2008 – 2012

Education

- **Specialization in Machine Learning** – Stanford University & Deeplearning.ai (Online, Currently)
- **Specialization in Design Thinking** – University of Virginia (Online, Currently)
- **M.S. Digital Imaging & Design** – New York University, NYC
- **B.S. Systems Engineering** – Universidad del Norte, Colombia

Skills & Tools

- IT Project Management, Innovation, Design Thinking, Creative Direction.
- Figma, Prototyping, Wireframing, Interaction Design, Visual Design, Trello, Miro, Balsamiq.
- Jupyter Notebook, Google Colab, ChatGPT, Claude, Artificial Intelligence Literacy.
- Photography, Photoshop, Premiere, After Effects, Illustrator