

VICTOR ESTRADA

UX DEVELOPER
Greater Dallas

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Let's Get In Touch

I love the interaction between people and technology. I work in content management, authoring, structuring, and coding content through iterative design. Collaborating with people is my passion. After all, where would technology be without people?

UX Skills

- Audience Analysis
- Data-based Personas
- Wireframing
- Prototyping
- Process Flows
- Heuristic Evaluations
- Scenario Writing
- A/B / User Testing
- Affinity Diagramming

Code

- XML
- DITA
- JSON
- Ruby on Rails
- PHP
- JavaScript
- HTML5
- CSS3
- Bootstrap

Software

- Git BASH and GitHub
- Dreamweaver
- Illustrator
- Photoshop
- Visio
- MadCap
- Drupal
- Wordpress
- Brackets
- Microsoft Office
- Axure / Balsamiq

Work Experience

UI/Web Designer, Memorial Hermann, 2016-2017

For Memorial Hermann, Houston's largest health system, I managed marketing web projects by building personas, wireframing, designing web banners, managing style guides, implementing usability reports, and utilizing the CMS to maintain content.

Content Manager, UNT Marketing, 2015-2016

For UNT Marketing, I managed the content for 25 departmental websites using Drupal. With over 40,000 monthly visitors, I established a user-centered criteria for designing content.

UX Researcher, UNT Marketing, 2016

With user feedback from surveys, card sorts, and think-alouds, I used data analyses and affinity diagramming to produce personas and recommendations for the redesign of the student affairs website.

Relevant Projects

UX Project, American Heart Association, 2016

With a team of technical communicators, I researched and analyzed the goals of medical reporters. With our research, the team developed personas to conduct heuristic-evaluations and scenario testing with Morae Usability software.

Ruby Application for UI and Database, 2016

For the UNT Department of Technical Communication, I practiced user-centered design to develop and test a database for academic technical documents.

UX Project, Overture Marketplace, 2016

Understanding how potential customers approach the loan comparison site, I collaborated with a small team to conduct user research and to develop, process, and analyze data by utilizing UX practices and the software UserZoom.

Education

University of North Texas

MA in Technical Communication, 2017