

# VICTOR ESTRADA

UX WRITER / DEVELOPER

Greater Seattle

## UX Skills

- Card Sorts
- Scenarios
- Personas
- Storyboarding
- Heuristic Evaluations
- Surveys
- Data analysis

## Software

- Git
- InDesign
- Illustrator
- Dreamweaver
- Photoshop
- Drupal
- Microsoft Office

## Code

- Command-line
- Ruby on Rails
- HTML5/CSS3
- Bootstrap
- XML / DITA
- Markdown

## Familiar With

- Javascript
- PHP

E: victorestrada@my.unt.edu W: victor-estrada.me P: 415-715-9039

## Let's Get In Touch

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

## Experience

University of North Texas  
Division of Student Affairs

### Web Developer/Content Manager, 2015-2016

Managed, single-handedly, the content for 25 departmental websites with the CMS Drupal. With over 40,000 monthly visitors from a university demographic, I established a user-centered criteria for testing and designing content.

University of North Texas  
Division of Student Affairs—Marketing

### Web Developer/UX Researcher 2016

Led user research for the UNT Marketing team at the Division of Student Affairs. 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.

## Projects

### Ruby Application for Corpus Database, 2016

Using user-center designed, I have designed a database for academic technical documents, have built the database with Ruby on Rails, and have created a user interface with bootstrap.

### Management System Database, 2015

Produced an XML database of the content writer industry with both a responsive layout and a multichannel-output.

### Software Technical Documentation, 2015

DITA software documentation of Microsoft Track Changes.

## Education

University of North Texas

### MA in Technical Communication, 2016