VICTOR ESTRADA

UX WRITER / DEVELOPER

Greater Seattle

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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?

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

Relevant Projects

Web Developer/UX Researcher 2016

This year I have led the 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.

Web Developer/Content Manager, 2015-2016

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

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.

XML Management System Database, 2015

I produced an XML database of the content writer industry and used XLST and CSS to structure a responsive layout with a multichannel-output.

DITA Software Technical Documentation, 2015

I used to DITA to create software documentation for the Microsoft Word feature, Track Changes.

XML Management and Database Design, 2015

I led the production of a business proposal for an Information Systems Development project. The project allowed me to manage content from multilple users with XML and Adobe InDesign.

Education

University of North Texas
MA in Technical Communication, 2016