

VICTOR ESTRADA

UX WRITER / TESTER
Greater Houston

E: victorestrada.ux@gmail.com W: victor-estrada.com P: 415-715-9039

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?

Software

- Adobe Suite
- Morae
- Microsoft Office
- UserZoom
- Google Analytics

Code

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

UX Skills

- Scenarios
- Personas
- Think-alouds
- Heuristic Evaluations
- Data analysis
- A/B Testing

Familiar With

- WordPress
- MadCap
- Balsamiq

Work Experience

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.

Web Developer/UX Researcher 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.

UX Project, Overture Marketplace, 2016

With a team of graduate students, I conveyed highly technical usability findings into client deliverables. With PowerPoint and Adobe, the deliverables presented our findings using best practices in design and technical writing.

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.

Information Systems Business Proposal, 2015

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

Education

University of North Texas

MA in Technical Communication, 2016