

# David A. Puerto

is a UI Designer who codes. He has a decade-plus of success that distinguishes his repertoire.  
“I thrive on props from brainchild to launch.”

## skills

### Technical

Browser-based design using: HTML, CSS, SVG, JavaScript, React, Typescript, jQuery, Node.js, Express, Webpack, MongoDB, CSS Preprocessors such as SCSS, ARIA, AWS, EC2, git. CodePen.io.

### UX Design

Research, Writing, Question Asking, Requirements Gathering, Storytelling, Product Strategy, User flows, Whiteboard Graffiti, Presenting Initial Scribble via Sketch Wireframes, Visual Design, Rapid Prototyping to Accelerate and Iterate UX/UI increasing Shareholder Engagement, Codepen.io for Interaction Design, Distilling Assets into Patterns.

## experience

**Nordstrom (Present employer) May 2018-Present**  
UX Engineer (Contract)

Led design modernization for PRICE alongside engineering teams practicing **Lean UX**. Led CompIntel design efforts collaborating with users, PMs, and engineers. Envisioned OPCT into Full Price aggregation. Initiated CommonUI for further cross-pollination. Demoed wireframes and prototypes to leadership securing buy-in thinking in terms of scalability, moving fast, lessening user burdens, reducing operational costs, increasing accuracy and productivity across workflows, routinely asking how we can continuously measure our tools' success while considering future tooling with AI and ML. “The Chrome Extension.” Hired junior designer to mentor with intention of taking on PRICE projects solo. Sought out alliances and partnerships.

**WebMD August 2017-February 2018**  
Senior User Experience Design Engineer

**MultiScale HN May 2015-September 2015**  
UX Specialist / Prototyper (Contract)

For more detailed examples of my work visit:  
[codepen.io/dapinitial](https://codepen.io/dapinitial) & [github.com/dapinitial](https://github.com/dapinitial)

## awards

**Awarded 1<sup>st</sup> Place for #hackHousing at Zillow**  
Judged by Socrata, Data.gov, HUD, and US Census Bureau.  
Received a \$10,000 Prize and publicity in GeekWire.

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## experience continued

**Starbucks September 2015-July 2016**  
Senior Product Designer

Stayed well-caFFEinated and designed the History experience end-to-end. Implemented the Star Gauge on the Rewards Site cross-browser IE8+ in CSS-only. Worked on the UI Pattern Library for Rewards. Helped with the early stages of the Ordering on Web Experience. Proposed and presented prototypes of numerous pathways we could design from meal planners to charity initiatives in a large design team. Prototyped and observed UX Research.

**Facebook May 2014-May-2015**  
UI Designer (Contract)

Contributed heavily as the sole designer for an open-sourced project code-named: Lyric, a mature and well-loved collaborative IDE that impacted a significant amount of Facebook's engineers from 2014-2017. See attached letter of recommendation.

**SonoSite April 2013-August 2013**  
UX Prototyper (Contract)

Prototyped the Tricorder in HTML/CSS/JavaScript on an iPad Mini. Prototyped the wheel UI for a handheld ultra-sound device, iViz, that was released into the wild January 2018. Took ownership of the prototype, contributed to the look and feel, and participated in UX research by conducting user studies via A/B Testing for all UI Design features.

**Microsoft February 2013-April 2013**  
UX Prototyper (Contract)

Prototyped the Xbox SmartGlass Companion app to demonstrate user interactions on actual devices using HTML/CSS/JavaScript and testing against users.

**Early career at Verizon Wireless, Dealerskins, and The Center for Rural Development (a 501c3 federal non-profit serving Eastern Kentucky).**

## education

**The Art Institute of Pittsburgh, Graduated 2007**  
Bachelors of Science, Interactive Media Design  
Awarded Best of Show at Portfolio Review.