

VICTOR ESTRADA

My aim is to continue to benefit business goals by delivering professional technical content.

Email: victor.estrada.9000@gmail.com | Website: victor-estrada.com/resume.xml
Structured-Authoring | Markup Languages | Content Strategy | User-Advocate

Skills and Tools

Soft Skills

Relentless advocate for customers and users
Collaborator with team and global divisions
Reaches across teams to solve problems
Works to develop creative technical solutions

Leadership

Enterprise Workflow Management
Content Strategy
Data-based Analytics
Usability Testing

Technical Writing

Enterprise Publishing
Web Publishing
UX Writing
Technical Editing

Code

XML / DITA
Markdown
HTML and CSS
XLST / XQuery

Software

MAC OS
Windows OS
Git
Git BASH
Powershell

Education

University of North Texas
MA Technical Communication | 2017

University of Texas at Arlington
BA English with a Minor in Writing

Experience

Sr. Technical Writer

Renesas Electronics | Corporate Marketing | January 2020 to present

Implemented new technologies and workflows, continued to meet deadlines, and built consensus among the team and collaborators.

- Utilized ExtendScript, an Adobe-based JavaScript framework to automate FrameMaker tasks.
- Took administrative control of Workfront, an Adobe platform for enterprise management.
- Learned to use Workfront to track and measure the documentation workflow.
- Used the Oracle system Agile to process the document lifecycle.

Assistant Manager, Technical Publications

Renesas Electronics | Corporate Marketing | January 2019 to December 2019

Working with a global team, I analyzed workflows, tracked metrics, diagnosed content management, and synthesized the publishing workflow.

- Met with Tokyo team in San Jose to integrate template branding and seek opportunities for synthesis in workflow and content management.
- Created web portal for the documentation team to host procedures, guidelines, and templates.
- Hosted training documentation tools and guidelines with subject matter experts.
- Led team in adopting branding guidelines, style, and technical writing principles in deliverables.

Technical Editor

Renesas Electronics | Corporate Marketing | July 2018 to December 2018

Collaborated with technical writers, the marketing team, and subject matter experts to edit and publish both documentation and web content for product launches.

- Used management system tools to track, analyze, and improve the documentation workflow.
- Built a database to survey and analyze the Intersil corpus of technical documentation.
- Utilized text analysis applications to survey the writing of over 4,000 documents.
- Built rapport with the team and led to meet deadlines during a corporate merger.

Projects

Hershey's: The Millennial Mom and Impulse Purchases, a Customer Journey

Banfield Pet Hospital: Architecting Usable, Well-Designed Content That Is Simple to Manage for a CMS Editor

Harman Pro: From Sports Stadiums to Conference Rooms: Researching Audio, Video, and Control Software

Ericsson: Building an Enterprise UI by Measuring Task Flows and Listening to Users

DART: Benefiting Transit Riders by Utilizing Heuristics for Mobile Applications

Memorial Hermann, Specialty Pharmacy: Using Empathy to Design Personas & Wireframes

American Heart Association: Understanding the Online Tools of a Medical Journalist: A Remote Usability Test

Additional Skills

Tools

Document Management
Systems
Content Management
Systems
Adobe FrameMaker
Acrobat Pro
Dreamweaver
Illustrator

Deliverables

Customer-focused
Content
Digital Content
Marketing Deliverables
Datasheets
Software Manuals
Hardware Manuals

UX

UX Writing
UX Research
Usability Testing
Audience Analysis
Wireframing
Heuristic Evaluations

More Tools

Data-based Personas
Customer Journeys
User Testing
Card Sorts
Surveys / Interviews
Content Analysis
XML/XHTML Parsers
Some Ruby on Rails
Powershell
Atom / Brackets
Illustrator
Photoshop
InDesign

Experience (cont.)

UX Designer

Rockfish Digital | UX Team | October to November 2017

My projects focused on creating user-centered solutions that met marketing and usability goals for high-profile national brands. For the digital marketing agency, I designed wireframes and customer journeys with data-based research while collaborating with a content strategist, design lead, developer, and UX lead.

- Worked quickly to understand expectations and previous research that would inform my own deliverables.
- Using Sketch, built 10 dynamic wireframes to facilitate a library of veterinarian research publications and marketing content.
- Collaborated in workshops and meetings with the design team and client to create professional deliverables that met critical deadlines.
- Analyzed and synthesized months of research into 4 customer journeys for online grocery platforms.

UX Researcher

Harman Intl. (a Samsung company) | UX Team | June to September 2017

With the Harman UX team, I assisted with a 4-month user-centered research project that evaluated the use of software platforms in the design, implementation, and maintenance of audio/video (AV) control networks.

- Synthesized months of UX research into professional deliverables that informed a 2-day design mapping workshop with key clients and stakeholders.
- Evaluated competitor software and conducted heuristic evaluations of Harman's AV and control software.
- Managed participants, conducted stakeholder interviews, organized surveys, and assisted with contextual inquiries across 4 metropolitan areas.
- Conducted moderated and remote usability testing and provided quantitative and qualitative-based insight with presentations and deliverables.

UI / Web Editor (Internship)

Memorial Hermann | Corporate Marketing | December 2016 to March 2017

For the largest non-profit healthcare system in Texas, I maintained and implemented the online style guide, coded responsive web pages with HTML, CSS, and the CMS content editor, created web banners for the site and social media, implemented usability recommendations, collaborated with 12 departments to update existing content, and wireframed content for new departmental sites.

- Using SEO practices, collaborated with marketing leads with tools such as Moz, Wistia, and WordStream to produce content that drives consumer traffic.
- Created personas and wireframes to inform a new online presence, the Special Pharmacy.
- Analyzed and implemented usability recommendations for the Ironman Sports Medicine Institute.
- Edited and maintained web content for 12 administrative departments.

Web Developer

UNT | DSA Marketing | June 2015 to August 2016

I collaborated with 25 departmental heads to create and maintain content for their sites, analyzed analytical data for the site's 43,000 monthly visitors to produce design recommendations, and used Illustrator, Photoshop, Dreamweaver, Bootstrap, and the Drupal CMS to design and develop content.

- Conducted user research including multiple card sorts to create recommendations for the site redesign.
- Utilized Google Analytics data to inform design and content decisions.
- Maintained the use of Bootstrap to develop a mobile-first design.
- Worked closely with department leads to understand their priorities and content needs.