

VICTOR ESTRADA

UX/Technical Writer |
Technical Editor | Content
Strategist | User-Advocate

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Education

University of North Texas
Master's of Art | 2017 | 3.8+
Technical Communication

University of Texas at Arlington
Bachelor's of Art
English with a Minor in Writing

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

Documentation Tools

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

Software

MAC OS
Windows OS
Git
Git BASH
Powershell

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