VICTOR ESTRADA

UX Designer & Researcher

GREATER DALLAS

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LET'S GET IN TOUCH

With passion for the latest UX methods and tools, I deliver user insight and create personas, journeys, wires, and prototypes that impact B2B and B2C technology solutions.

EDUCATION

UNIVERISITY of NORTH TEXAS

2017 Master's of Art in Technical Communication

TOOLS

Sketch
Invision
Axure
Photoshop
Illustrator
G Suite
Omnigraffle

UX

Personas
Journeys
Heuristics
User Testing
Card Sorts
Interviews
Surveys

CODE

HTML5
CSS3
JavaScript
PHP
JSON
Bootstrap
GitHub

EXPERIENCE

UX Designer, Rockfish Digital, 2017

For the UX team, I designed content solutions with wireframes and customer journeys.

- Site Mapping
- Content Design
- User Research
- Wireframing
- Customer Journeys
- Sketch

UX Researcher, Harman Intl., 2017

With a global UX team, I led a comprehensive user-centered research project for B2B audio system software.

- Stakeholder Interviews
- Contextual Inquiries
- Data-based Personas
- User Surveys
- User-process Flows
- Heuristic Evaluations
- Usability Testing
- Morae
- Jira / Confluence
- Slack / Trello

UX Designer, DART, 2017

For the Marketing team, I consulted on the usability and design of the rail system's new transit app.

- User-process Flows
- UI Design
- Wireframing
- Prototyping
- Adobe CC
- Invision

UI / Web Designer, Memorial Hermann, 2016-17

With the largest health-care system in Houston, I collaborated on the design and usability for their CMS.

- Web Design
- Banner Design
- Content Management
- Project Management
- Wireframing
- Photoshop
- Sitecore
- HTML / CSS

RELEVANT PROJECTS

Content Hub Design, Banfield, 2017

For the national client, I designed a system of wireframes for a new expansive hub of veterinarian content.

- Content Strategy
- Content Design
- Team Collaboration
- User Research
- Wireframing
- Sketch

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AWARDS

2016 DSA Staff
Appreciation Award

2016 DSA Scholarship for
Student of the Division

2015 Cobb, Sebastian,
Greenwell Scholarship for
Technical Communication

MORE SKILLS

Project
Management

Collaboration
Strategies

Communication
Expertise

MORE TOOLS

Invision
Atom
Trello
UserZoom
iTerm
InDesign

INTERESTS

Writing
Cooking
Travelling
Microservices
Cats & Dogs

PROJECTS (cont.)

Customer Journeys, Hershey's, 2017

I completed user research and customer journeys for the online grocery habits of millennial families.

- User Research
- Data Synthesis
- Affinity Diagramming
- CustomerJourneys
- Excel
- Sketch

Usability Testing, Ericsson, 2017

For an enterprise software update, I conducted usability testing with users of the software and synthesized the data.

- User Testing
- Documentation
- Data Synthesis
- Data Presentation
- Slack
- G Suite

Usability Testing, American Heart Assoc., 2016

For a content hub for medical journalists, I collaborated on a user research project to improve the usability of the site.

- Moderated User Testing
- Card Sorting
- Interviews
- Adobe CC
- Slack
- Morae

Usability Testing, Overture Marketplace, 2016

For the company, I collaborated on a user research project to improve the design and usability for the millenial user.

- Remote Usability Testing
- Heuristic Evaluations
- Data-based Personas
- Adobe CC
- Slack
- UserZoom

App Development, TechCorp, 2016

With an MVC framework, I designed and coded a database for university students to upload and share documents.

- Audience-analysis
- Back-end & Front-end Development
- Github
- Ruby on Rails
- Bootstrap

User Research, UNT Student Affairs, 2015

For the DSA website, I conducted user research to improve the IA of a site with 25 divisions and 40,000 monthly visitors.

- Site Mapping
- Interviews
- Card Sorting
- Data Analysis
- Presentation
- G Suite