VICTOR ESTRADA

UX RESEARCHER
Greater Dallas

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Let's Get In Touch

I work on user experience projects where collaboration and deadlines are key. From research and testing to wireframes and prototypes, I communicate with clients and developers to ensure technology solutions are fixed to business goals and user needs.

UX Skills

- Audience Analysis
- Data-based Personas
- Wireframing
- Prototyping
- Process Flows
- Heuristic Evaluations
- User Stories
- A/B / User Testing
- Affinity Diagramming

Code

- HTML5 / CSS3
- XML / JSON
- JavaScript
- Ruby on Rails
- PHP
- Bootstrap / SASS
- Familiar with MEAN and React

Software

- Sketch / Adobe XD
- Axure / Balsamiq
- Google Suite
- Adobe CC
- Microsoft Office
- Draw / Omnigraffle
- Wordpress / Drupal
- Atom / Brackets
- Git BASH and GitHub
- Confluence / JIRA

Work Experience

UX Researcher, Harman Intl., Litehouse, 2017

For the UX division, I completed heuristic evaluations, gathered participants, managed usability testing, conducted contextual inquiries, synthesized data, created personas, organized a design mapping workshop, and created client-side deliverables.

UI/Web Designer, Memorial Hermann, 2016

For Memorial Hermann, Houston's largest health system, I managed marketing web projects by creating personas, building wireframes, defining style guides, and implementing usability reports.

UX Researcher, UNT Marketing, 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

GoPass App, DART, 2017

With DART Marketing, I consulted on the design process of the Go App to improve the usability and process flow of the app.

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.

UX Project, Overture Marketplace, 2016

Understanding how potential customers approach the loan comparison site, I collaborated with a small team to conduct user research and to develop, process, and analyze data by utilizing UX practices and the software UserZoom.

Education

University of North Texas
MA in Technical Communication, 2017