VICTOR ESTRADA

UX Designer & Researcher

Austin | Houston

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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 consumer needs.

Tools

- Sketch
- Invision
- Axure
- Photoshop
- Illustrator
- GSuite
- Omnigraffle

UX

- Data-based Personas
- Customer Journeys
- Heuristic Evaluations
- User Testing
- Card Sorts
- Surveys / Interviews
- Wireframes / Prototypes

Code

- HTML5
- CSS3
- JavaScript
- PHP
- JSON
- Bootstrap
- GitHub

Education

University of North Texas

MA in Technical Communication, 2017

With my focus on UX and web development, the MA prepared me to design and communicate user-centered solutions for the latest online platforms.

Work Experience

UX Designer, Rockfish Digital, 2017

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

- 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, and
- Analyzed and synthesized months of research into 4 customer journeys for online grocery platforms.

UX Researcher, Harman Intl., 2017

With the Harman UX team, I co-led a 4-month user-centered research project that evaluated the use of software platforms in the design, implementation, and maintenance of Audio Video Control networks.

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

UX Designer, DART, 2017

For the DART Marketing team, I consulted on the rail system's new transit application in order to improve the user flow, usability, and UI design of the popular mobile app.

- Utilizing the Invision prototype, I evaluated the current state of the application by applying a set criteria of mobile heuristics,
- Conducted a competitive analysis of similar applications to inform common application tasks such as user registration, onboarding, and purchases,
- Synthesized findings with categories of user flow, usability, and UI design into deliverables for the marketing and development teams.

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Awards

2016 DSA Staff
Appreciation Award

2016 DSA Scholarship for
Division Student of the Year

2015 Cobb, Sebastian,
Greenwell Scholarship for
Technical Communication

More Skills

- Project Management
- Collaboration Strategies
- Communication Expertise
- Data Synthesis
- Presentation Deliverables
- Design Mapping Workshops

More Tools

- Invision
- Atom
- Trello
- InDesign
- UserZoom
- iTerm
- Rails CLI

Experience (cont.)

UI / Web Designer, Memorial Hermann, 2016-17

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 the development of a new online presence, the Special Pharmacy, and
- Analyzed and implemented usability recommendations for the Ironman Sports Medicine Institute.

Web Developer, UNT for DSA Marketing, 2015-2016

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, and
- Established the use of Bootstrap to maintain a mobile-first design.

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