

Victor De La Cruz

A thought-drawer — I capture underlying problems, exploring and evaluating desired experiences. I have an abundant first-hand experience in Web and Mobile design, frontend technology, Product and User Research.

I'm based in New York City
Remote and Hybrid
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EXPERIENCE

Whimsy Collective, Founder, Principal Producer — NYC

APR 2007 - PRESENT

As a founder, I'm a multidisciplinary designer whose work encompasses strategy, user research, design, and technology.

My projects range across multiple media such as websites, interactive design, user interfaces and mobile software engineer, content creation and analytics, motion graphics, exhibition installation, and packaging.

General Assembly, UX Design Instructor & Front-end Development Instructor — NYC

DEC 2018 - PRESENT

Support UX lesson planning and lesson objectives for the course, monitor student progress, provide feedback on work and facilitate team building activities. Guide the learners on qualitative and quantitative research and user research and design solution implementation.

Pro-ficiency, Senior Video Producer & UXR — WFH Remote

OCT 2022 - MAR 2023

- Aided in the interactive video production of content for clinical trial training courses
- Contributed to the improvement of production process and workflow
- Aided in the post-production with After Effects Motion Graphics and Keynote animation, Premiere Pro video editing, test DaVinci Resolve, and utilized Ai for avatars narration and generating Images
- Provided feedback in projects at various touch points
- Conceptualized UI Design of feature in Figma
- Make recommendations based on research video production equipment
- Production design of visual props
- Color corrected and audio edited

Collaborated:

- with SME on Clinical Trial Protocol and operations manager on scripting the simulation training modules and blocking scene development
- immensely on daily post-production task with main operations manager and remote editing team
- with QC engineer in handoffs of content for buildout of simulation

SKILLS

UX Process

User and Business Goals
Discover, Empathize, Analyze
Conceptualize, Persona, User
Flow Sketch, Wireframe,
Code, Prototype, Usability
Testing, Iterate, Launch
Qualitative and Quantitative

DEV Stack

Mobile First Design,
Responsive Design, SPA
WordPress
HTML, CSS, Emmet
JavaScript ES14, JAMStack,
Express.js, ReactJS
Node.JS
SQL
Axios, REST(ful) API
Git, GHE, GitHub

TRANSFERABLE

Empathy, Initiate, Lead
Coordinate, Resourceful
Problem Solving
Storytelling
Moodboard, Styleframe
Design Thinking
Graphic Design, Visual Design
Proactive, Time Management
Detailed, Organized
Motion Graphics Design
Agile Project Management
Photography, Videography

training modules

• with Development team's Senior Product Designer

Verizon, User Research — NYC

NOV 2021 - NOV 2021

One week turnaround of rapid research sprints Conducted Usability Test and collected qualitative data Research synthesis (I created an affinity diagrams) from the analysis of notes, observation of user interaction of the prototype and / or live website, and user quotes Created a readout deck and deliver Usability Test Report

Facebook, User Testing Data Collection — NYC

Jan 2021 - OCT 2021

Review study protocol and provide feedback
Run through the study protocol and document results
Collaborate and report to Project Manager schedule availability, receipt of prototypes and update inventory, request loaners for studies

EDUCATION

General Assembly, User Experience Design Immersive — NYC

OCT 2017 - JAN 2018

School of Visual Arts, Industry Related Courses — NYC

OCT 2017 - JAN 2018

Advertising, Motion Graphic Design, Project Management, Producing Animation, HTML5, CSS3, JavaScript, Information Architecture, Interaction Design

City University of New York, Lehman College, Computer Graphics and Imaging B.S. — NYC

MAY 2007

Emphasis on leveraging Motion Graphic Design, Photography, Animation, Front-End Development, Interaction Design for User-centered Design and hands-on Art Studio Practice

PROJECTS

Curriculum Optimization — General Assembly

JAN 2018 - APR 2018

Conducted user interviews and discovered insights how global and local teams could collaborate effectively for the creation and delivery of course material Proposed a system-wide and process-oriented solutions for creation + updates of teaching materials by using Google Slides API and improvements of the onboarding of new instructors.

My Role: User Experience Research & Design, Project Manager

A/B Testing, SEO, CMS, LMS
Web and Channel Analytics
Roadmap, SMART, KPI
Ai Prompt Engineering
Generative Ai
Social Media Marketing
Content Creation

INDUSTRY STANDARD

Figma
Final Cut Pro
Adobe Express, Canva
After Effects, Premiere
PhotoShop & Lightroom,
Illustrator, InDesign
ShotGrid & RV
Keynote, PowerPoint, Excel

LANGUAGES

English, Spanish

INTEREST

Design Agency
Branding & Strategy
Business Strategy
Content Creation
Customer Experience
All Things Design
Filmmaking
Product Design
Project Management
Product Management
Photography
Sales Funnel
UX Strategy
Behavioral Science, Cognitive
Psychology