

# Victor De La Cruz

I capture underlying problems, exploring and evaluating desired experiences. I help companies craft better and deliver impactful solutions in Web and Mobile Design, Frontend technology, Product, User Research, Sales & e-Commerce, Content and Social Media

I'm based in New York City  
Remote and Hybrid  
[whimsyniche.com](https://whimsyniche.com)  
[Linkedin.com/in/vdelacruz](https://www.linkedin.com/in/vdelacruz)  
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## EXPERIENCE

### **NYU Tisch School of the Arts, *Digital Technologies Operations Manager* — NYC**

FEB 2024 - PRESENT

- 40% IT operations & IT Systems
- 20% Web Applications Management
- 15% Integrated Risk Management
- 10% Leadership
- 5% Project Management
- 5% Collaboration/stakeholder management
- 5% Continuous learning and training

### **Whimsy Collective, *Founder, Principal Producer* — NYC**

APR 2007 - PRESENT

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

My projects range across multiple products such as websites with interactive design, figma user interfaces and mobile software engineer, content creation, SEO, analytics, motion graphics, Video Production, exhibition installation, and packaging design.

### **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

## 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

- 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 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

Photography, Videography  
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, Frame io  
Keynote, PowerPoint, Excel

## **LANGUAGES**

English, Spanish

## **INTEREST**

Design Agency  
Branding & Strategy  
Business Strategy  
Content Creation  
Video Production  
Customer Experience  
All Things Design  
Filmmaking  
Product Design  
Project Management  
Product Management  
Photography  
Conversation Optimization  
UX Strategy  
Behavioral Science, Cognitive  
Psychology

## **City University of New York, Lehman College, Computer Graphics and Imagining 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