Victor De La Cruz

With 18+ years in UI/UX design, digital product development, and brand strategy, I build responsive, accessible, and scalable digital experiences. Skilled in Figma, design systems, generative AI, and front-end development, I thrive in seamless cross-functional collaboration. Excited to bring my expertise to a brand creative or product team.

whimsyniche.com
Linkedin.com/in/vdelacruz
Book an appointment

SELECTED PROFESSIONAL EXPERIENCE

Whimsy Collective — New York, NY
Founder, Head of Digital Experience & Product Strategy

APR 2007 - PRESENT

- Led end-to-end delivery of digital products and brand experiences, integrating UI development, product strategy, and content design, resulting in scalable digital solutions.
- Spearheaded projects across web CMS and e-commerce platforms, video storytelling, and mobile UI prototyping, enhancing user engagement by 10%.
- Utilized emerging technologies, including generative AI, to innovate client engagements, improving service delivery (for B2B, B2C, DTC) and response time by 30%.

NYU Tisch School of the Arts — New York, NY
Digital Technologies Operations Manager

FEB 2024 - JULY 2025

- Boosted service delivery by 30% by proposing SOPs, recommending upgrades, and streamlining workflows.
- Improved web project accessibility by applying UX/product design principles to WordPress/AEM platforms.
- Led digital content production for conferences and events using Frame.io and Vimeo.

General Assembly — Remote
UX Design Instructor & Front-end Development Instructor

DEC 2018 - JUNE 2023

- Guided learners on research methodologies and design solution implementation, fostering proficiency in Figma and a comprehensive understanding of UX principles.
- Mentored and monitored student progress across at least 40 cohorts, providing feedback and guidance on UX Design and High Fidelity Visual Design.
- Taught Figma and Sketch workshops, covering topics from wireframing and component building to prototyping and design system setup.
- Facilitated the growth mindset, working agreement, and team-building activities, enhancing collaborative learning.

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 Web Design, SPA
Full Stack Developer
Axios, REST(ful) API
Git, GHE, GitHub
Jira

TRANSFERABLE

Empathy, Initiate, Lead
Mentoring & Team Management
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
A/B Testing, SEO, CMS, LMS
Web and Channel Analytics
Roadmap, SMART, KPI
Ai Prompt Engineering
Generative Ai
Social Media Marketing
Content Creation

Pro-ficiency — Remote
Senior Video Producer & Advisor of UI UX

OCT 2022 - MAR 2023

- Streamlined post-production workflow by implementing After Effects Motion Graphics and Keynote animation, resulting in increased efficiency and faster content delivery.
- Improved content quality and consistency by providing critical feedback at various project touchpoints, ensuring alignment with project goals and stakeholder expectations.
- Enhanced training module effectiveness by collaborating with SMEs and operations managers on scripting and scene development, leading to more engaging and impactful learning experiences.

CERTIFICATIONS & EDUCATION

General Assembly, *JavaScript Development Remote* — NYC

Sept 2023 - Nov 2023

General Assembly, *Product Management Remote* — NYC

June 2023 - Aug 2023

General Assembly, *User Experience Design Immersive* — NYC

OCT 2017 - JAN 2018

School of Visual Arts, *Industry Related Courses* — NYC

OCT 2017 - JAN 2018

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

MAY 2007

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