victor elizalde

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Experience:

7.19 – present **Procore Technologies**
UX Design Lead
- Lead and mentor team in designing experiences that promote clean data, mobile, and internationalization in order to address the needs of all users
- Design and validate new experiences via mockups, wireframes, flow diagrams, sketches, and other UX artifacts for cloud-based applications
- Conduct both generative research to uncover opportunities as well as usability tests with customers, both online and in-person at job sites
- Collaborate with cross-functional product teams that include Product Managers, Engineers, and other Designers to achieve product outcomes that deliver value and delight our customers
- Run design reviews, crits, and be an advocate for a healthy design culture

6.17 – 6.19 **RealMassive**
Principal UI/UX Designer
- Develop and direct the User Experience team to deliver strategic, innovative, end-to-end user experiences that optimize user and business goals
- Create UX documentation–personas, transaction flows, wireframes, prototypes, and user interactions to communicate concepts and designs to internal partners
- Develop UX Research program to test new and existing design patterns
- Organize and implement policies, procedures, structures, roles and responsibilities that enable the UX/UI team to deliver on commitments

9.15 – 9.16 **Spredfast (now Khoros)**
Design Manager, Custom Solutions
- Coach, mentor, and work alongside Design Team
- Design Social Media and Marketing experiences for B2B and B2C clients including NBA.com, Home Away, Whole Foods, Harley Davidson, and more
- Review creative output and provide constructive direction and feedback
- Collaborate with Project Managers, Product Mangers, and Developers to reframe problems, alleviate blockers, scope work, and develop solutions

1.11 – 4.15 **SolarWinds**
Senior Design Manager / promoted from Senior Designer
- Manage production activities, schedule, and assign work for Design team
- Collaborate with web, email, and programs team to analyze metrics, recommend A/B tests, and find actionable insights to improve the UX
- Lead Design Team to concept, design, illustrate, and code experiences including email and web that drive click-thru rates and downloads

Experience cont.

1.08 – 1.11 **Golfsmith International**
Art Director
- Design and art direct seasonal Marketing campaigns including email, web, direct mail, catalogs and in-store signage for 72+ retail stores
- Plan, produce, and budget location and in-house photo shoots

7.06 – 12.07 **National Instruments**
Designer
- Design worldwide Marketing material from concept to final production
- Lead team projects including delegation of tasks, scoping, and presenting

5.04 – 6.06 **Commemorative Brands, Inc.**
Lead Designer
- Manage all production activities, schedules, and assign work for Design Team
- Concept and design retail Marketing material for Wal-Mart, Samuels Jewelers, Balfour, and ArtCarved

Certifications & Skills:

- Nielson Norman Group UX Certificate; Figma, Adobe Creative Suite, Sketch, Jira, User Research, Usability Testing, Web, iOS, and Android design standards

Education:

- University of Texas at Austin, B.S. in Advertising, Creative Sequence
- Instituto Tecnológico y de Estudios Superiores de Monterrey (ITESM), Spanish Study Abroad Program