

# Victor Elizalde

Director of Product Design in Austin, Tx

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## Professional Summary

Director of Product Design with over two decades of experience, specializing in end-to-end User Experience Design, mentoring ([ADPList Top 1% Mentor](#)), and leadership. Known for developing an inclusive and diverse environment to pioneer user-centric experiences while fostering a culture of growth and development.

## Employment History

### OJO Labs | Director of Product Design

*JUL 2022 - JUL 2024*

- Directed and led overall User Experience strategy for web, iOS, and Android platforms for over 3 mil home buyers and agents a month, improving consumer conversion by nearly 20%
- Developed 3 year UX vision and roadmap to move platform maturity from functional to advanced and systematic, resulting in 80% reduction of UX debt in 3 months and nearly eliminating quality control leakage
- Designed Inventory Manager Tool reducing sales cycle time from weeks to hours in support of new lead programs for agents such as OJO VIP, Pro, and Pro+ resulting in new monthly recurring revenue of nearly \$1 mil
- Attracted, mentored, and coached Product Designers to foster growth, development, and collaboration
- Collaborated with data science to integrate generative AI features that differentiate from other home search portals

### Procore Technologies | UX Design Lead

*JUL 2019 - JUL 2022*

- Led and mentored team in designing experiences that promote clean data, mobile optimization, and internationalization in order to address the needs of 2 million users in more than 150 countries
- Designed and validated new experiences via mockups, wireframes, flow diagrams, sketches, and other UX artifacts for cloud-based, SasS applications, helping propel revenue from \$209 mil in 2019 to over \$700 mil in 2022
- Collaborated with cross-functional teams including Product Managers, Engineers, and other Designers to improve Quality and Safety product offerings resulting in a \$10 mil increase in revenue in 18 months
- Conducted both quantitative and generative research to uncover opportunities with existing and potential customers

### RealMassive | Principal Product Designer

*JUN 2017 - JUN 2019*

- Led UX team to pioneer user-centric experiences in the commercial real estate listing service and search portal, increasing mobile engagement by 64%, doubling session duration, and improving listing completion from 25% to 75%
- Established a comprehensive UX documentation system, including personas, transaction flows, and prototypes
- Spearheaded the creation of a design system, increasing engineer and design operational efficiency by over 20%
- Developed qualitative and quantitative UX Research program to test design patterns and gather user impressions

### Spredfast (now Khoros) | Design Manager, Custom Solutions

*SEP 2015 - SEP 2016*

- Guided design team to create world-class digital experiences while promoting a collaborative environment
- Designed impactful social media experiences for renowned clients like Harley Davidson, NBA.com, and Whole Foods
- Partnered with product managers and engineers to redefine problems and develop turn-key solutions

## **SolarWinds | Senior Design Manager**

*JAN 2011 - APR 2015*

- Managed production activities, schedule, and assign work for Design team
- Collaborated with web, email, and programs team to analyze metrics, recommend A/B tests, and find actionable insights to improve the UX
- Led Design Team to concept, design, illustrate, and code experiences including email and web that drove click-through rates and downloads

## **Golfsmith International | Art Director**

*JAN 2008 - JAN 2011*

- Led the design and art direction for seasonal marketing campaigns for 72+ retail stores

## **National Instruments | Designer**

*JUL 2006 - DEC 2007*

- Designed worldwide Marketing material from concept to final production

## **Commemorative Brands, Inc. | Lead Designer**

*MAY 2004 - JUN 2006*

- Managed all production activities, schedules, and assign work for Design Team
- Concepted and designed retail Marketing material for Wal-Mart, Samuels Jewelers, Balfour, and ArtCarved

## **Education**

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

## **Skills**

UX Design

User Research

Design Thinking

Leadership

Wireframing

Figma

Jira

Nielsen Norman Group UX Certification

Product Design

Usability Testing

Mentoring

Collaboration

Prototyping

Adobe Creative Suite

Team Building