

Ricardo Estrada

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Summary

Dynamic UX/UI professional with a strong foundation in user-centered design principles and extensive experience in training and team leadership. Proven track record of managing over 70 employees with a 30% promotion rate, and training over 300 professionals in various aspects of customer experience and product adoption. Leveraging a robust background in customer insights and cross-functional collaboration to drive innovative, user-centric solutions in product development and design.

Skills

User interviews Contextual inquiry Usability testing Surveys

Heuristic evaluation User flows Wireframing Prototyping

Information architecture Interaction design Data synthesis Affinity diagramming

Journey mapping Stakeholder presentations Design critiques

Workshop facilitation Agile/Scrum methodologies Design thinking

Team management Project management DISC assessment

Education

UX/UI Design Immersive, General Assembly

June 2023 - September 2023

- Completed an intensive, full-time 420-hour program focused on user-centered design methodologies
- Developed proficiency in UX research, information architecture, interaction design, and UI design
- Executed 4 end-to-end projects (2 solo, 2 team-based) for real-world clients

[Your Previous Degree], [Your University]

Relevant Experience

UX Researcher (Current Project)

Huly Workflow Management Platform (2023 - Present)

- Conduct user interviews and contextual inquiries to identify pain points and improve user retention
- Design and implement surveys to gather quantitative data on user experience and satisfaction
- Collaborate with cross-functional teams to translate research insights into actionable design improvements
- Synthesize qualitative and quantitative data to create user personas and journey maps
- Present research findings and recommendations to stakeholders, influencing product strategy

Field Training Manager - Northeast Region

T-Mobile, New York (2021 – 2023)

- Designed and facilitated user-centered training programs, conducting 13 sessions annually and training approximately 312 employees over two years
- Led both in-person (10 participants) and remote (20 participants) training sessions, adapting content delivery methods to optimize engagement and learning outcomes
- Developed comprehensive training curricula covering onboarding, skills development, leadership, systems, and new product implementation
- Conducted observational studies of store teams, employing ethnographic research methods to collect and synthesize qualitative and quantitative data
- Mentored 3 employees through a Trainer Mentor Program, with one mentee advancing to become a trainer
- Utilized DISC assessment in leadership development and team communication strategies

Retail Store Manager - Various High Volume Locations

T-Mobile (2015 - 2021)

- Managed a team of over 70 employees throughout career, achieving a 30% promotion rate through effective mentoring and development strategies
- Conducted usability testing of new in-store technologies and processes, providing insights for iterative improvements
- Gathered and analyzed customer feedback to optimize store layout and enhance the customer journey
- Implemented data-driven strategies to improve conversion rates YoY for 3 consecutive years (2017-2019)

Achievements

- Completed Trainer Mentor Program (2019), honing skills in instructional design and adult learning principles
- Winner's Circle Award (2009, 2012), recognizing exceptional performance in understanding and meeting user needs
- Achieved 151% of revenue goal average in 2019 through data-driven strategies

and user-centric approach

- Played integral role in implementing the Boston Public Schools Account (2015), demonstrating ability to understand and meet needs of diverse user groups
- Ranked Top 5 in New England for Sprint transactions post-merger, showcasing adaptability and user-focused approach during significant organizational change