Daniel Martinez Villa

UX Designer & UX Strategist

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EXPERIENCE

Expeditors International, UX Designer III   Aug.2016 - Present

- Adopt and apply Lean UX principles across three cross-functional teams to increase collaboration and communication to ship features more rapidly.

- Lead and facilitate design to support fast-paced migration efforts to modernize Expeditors' legacy CRM experience by providing fully functional prototypes for user testing in each iteration.

- Lead design for a new quoting application to increase sales by 20%, in collaboration with teams based in the east coast and India.

- Team up with developers to extend the UX toolkit to create angular components to increase development work.

Expeditors International, UX Designer II   Sep.2014 - Jul.2016

- Aided in the successful launch of a centralized internal rating system by defining user and business requirements and designing user flows to bill customers 90% more accurately to improve customer experience.

- Drove design for internal technology radar tool to enable transparent and efficient communication for 20+ teams to adopt new technologies within the company.

- Designed and presented a flexible and reusable user interface to accommodate 170+ different data types for a centralized reference data system.

- Introduced and evangelized SCSS across development teams and designers to create an internal UX toolkit.

Don Luchos LLC, UX Designer/Webmaster   Jan.2015 - Jul.2015

- Applied responsive web design principles and contributed to front-end development to create a captivating mobile-first design to grow user engagement.

- Maintained and implemented user feedback to the site to increase sales by 50%.

DatStat Inc, Junior UI Designer   Jan.2014 - Sep.2014

- Delivered wireframes for different user flows and prototypes for a web platform, making patient data collection more visually engaging, simple, and intuitive.

Expedia, Interaction Designer Capstone   Mar.2014 - Jun.2014

- Collaborated with the checkout team to re-envision the flight booking experience following Expedia's new responsive framework.

- Prepared a usability study to draw objective conclusions with real feedback to loop back to the design.

SKILLS

Sketching
Wireframing
Responsive Web Design
Interaction Design
Rapid prototyping
Agile methodologies
Usability Testing
Storyboarding

TOOLS

Sketch
Adobe XD
Adobe Ai
Camtasia
Balsamiq
HTML
LESS/SCSS
JavaScript (Angular, jQuery)
npm
Git

EDUCATION

University of Washington

Jun.2012 - Jun.2014, Seattle, WA
M.S. in Human Centered Design & Engineering

Eastern Washington University

Jun.2010 - Jun.2012, Bellevue, WA
B.A. in Business Management
Emphasis on communications and emerging technologies

LANGUAGES

English
Spanish