

ROY TORRES

Chicago, IL. 60640

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<http://roy-portfolio.com/>

UX / Use Case Writer

Experienced and skilled in conceptualizing users' wants and needs and converting into written and visually-logical communication. Worked closely with various stakeholders in an Agile/Scrum workflow creating prototypes, made adjustments as needed, and performed detailed reviews prior to going live.

Areas of Expertise

UCD Methodologies
User Stories/Interface
SaaS
Wireframes

Use Case Writer
Agile Methodology
Data Mining

Technical Skills

JIRA
Axure
Photoshop
Polarion
Omnigraffle
Illustrator

Experience

IKEA Denmark Copenhagen, DK
Home View campaign

September 2019 – September 2019

Customer Experience Researcher

Interviewed Danes to find what makes them happy or 'hygge' (hoo-ga).

- visiting, dining, talking, listening and communicating
- Participated in traditional danish customs

CNH INDUSTRIAL Burr Ridge, IL
Global farming vehicle manufacturer.

April 2017– July 2019

User Experience Specialist / Agile BA

Use Case writer (aka Acceptance Criteria) software features for existing and upcoming onboard vehicle display. User Stories are from the Point Of View of the farmer, operator, or dealer.

- Created a low-fidelity prototype for a proposed new section of a display
- Onsite visit to a farm to interview our customer
- Writing acceptance criteria to pass along to the Developers

MERKLE INC. Chicago, IL

March 2016 – December 2016

A global data-driven, technology-enabled performance-marketing agency.

UX and IxD Designer, Freelance

Created responsive wires of varying fidelities with logical flows. Facilitated user research and usability testing and delivered strategic recommendations with confidence.

- Created a low-fidelity prototype for the Safeway delivery app
- Presented prototype to an individual(s) at a coffee shop to solicit feedback
- Successfully created a UI that made it easier to schedule a delivery

HS2 SOLUTIONS Chicago, IL**December 2015 – January 2016**

A leading digital experience consultancy.

UX and IxD Designer, Freelance

Devised clear interaction strategies in sync with business and user goals, developed navigation and site structure, organized content, and advocated for the end user. Helped define and solve user interface problems in a fast-paced environment for multiple clients.

- Wireframed a dynamic and customizable layout for hospitals
- Created low-fidelity prototypes for three unique visitors to the hospital site
- Produce, present and oversee deliverables including sitemaps, wireframes, experience strategy documentation, process flows, etc.

ACCUITY RBI Chicago, IL**October 2014 – November 2015**

World's leading B-to-B data and content providers.

IxD, UI Designer

Interviewed customers using the company's current SaaS. Through this data mining process, created wireframes/prototypes for the new UI redesign.

- Organize and facilitate a design workshop of sketching/rapid prototyping
- Traveled the country conducting contextual interviews, through shaping and build to launch. Represent user requirements and support iterative and agile development sprints.
- Created a prototype that simulated an online tracking and payments of Hedge fund(s)

TMP WORLDWIDE New York, NY**September 2012 – October 2014**

Recruitment advertising agency specializing in creating responsive career sites.

IxD, UX, UI Designer

Engaged in wireframing, creating surveys, persona, and user testing for the redesign of the TalentBrew website tool allowing recruiters / HR from Fortune 500 companies to post and manage job openings.

- Create disposable prototypes and software that allow the product team to quickly try out an idea that simulates intended user experience

Education**Master of Arts**, Human Computer Interaction (HCI)

DePaul University, Chicago, IL

Non-Degree, Design and Visual Communication

School of the Art Institute (SAIC), Chicago, IL

Bachelor of Arts, Graphic Design

Columbia College, Chicago, IL