




David Delgado

UX DESIGNER | RESEARCHER

 ddel66@gmail.com

 305-495-5851

 /in/daviddelgadoshanghai

 www.daviddelgadoux.com

 New York, New York

Technical Skills

Sketch	Omnigraffle
Photoshop	Principle
Invision	Keynote
Google Analytics	Flinto
UX Pin	Xtensio

Foreign Languages

Spanish 

Chinese 

French 

Education

**UX Design Immersive,
General Assembly NYC**

Aug. - Oct. 2016

**BA in Communications, George
Washington University**

2007 - 2010

**Mandarin HSK 4, Shanghai
Science & Technology University**

2010 - 2012



Experience

UX Researcher

01/2018 - Pres.

PURCH GROUP

- Lead UX research efforts by implementing a variety of methods such as usability tests, heatmapping, A/B tests, surveys, user interviews, story mapping, and contextual inquiries in order to inform design solutions across all of our B2C websites
- Conducted a moderated usability test in order to evaluate the user experience of our most revenue producing template, which resulted in design changes that increased conversions by over 250% in just three months
- Serve as the key facilitator of the user-centered design process across several high impact projects in order to ensure design solutions are approached in a collaborative, holistic, and data driven fashion

UX Designer/Researcher

10/2016 - 01/2018

PILOT Inc.

- Assumed responsibility for wireframing, prototyping, and testing new features
- Closely monitored metrics related to adoption in order to inform A/B tests
- Conducted user research and created prototypes that informed important product decisions such as re-platforming the core product (Job Renovator), modifying our design system, and delivering exercises through text rather than email, which resulted in a 30% increase in adoption
- Created a user testing program, which involved recruiting, creating the program structure, and deploying the offering, thus accelerating our release cycles, our pace of learning, and reducing time spent on finding testers

Interactive Designer

11/2016 - 02/ 2017

FINSIGHT

- Lead visual design on Finsight's flagship product (ABS search) redesign using Google's material design aesthetic and development components
- Successfully merged the fragmented user experience of FINSIGHT's four products by creating one unified design for managing multiple accounts and logins
- Conducted interviews and ran remote user testing program that informed and validated design decisions, which led to a considerable increase in cross-sales

Client Success Manager

11/2014 - 07/2016

Meltwater Group

- Oversaw the deployment of Meltwater services across a \$1.2M portfolio comprised of more than 150 clients, such as Publix, Vitacost, and FleishmanHillard PR across the Southeast United States and Latin America
- Continuously achieved and exceeded gross and net churn quotas through a consultative approach to on-boarding, advising, and renewals

Senior Account Manager

05/2013 - 05/2014

Netbooster Asia

- Implemented various digital marketing services such as pay-per-click (PPC) and search engine optimization (SEO) campaigns while leading a team of in-house traffic managers
- Made use of heat mapping tools to address previous e-mail campaigns' poor conversion rate, which resulted in design changes that increased conversions by 200%