

Dustin Vaughn-Luma

User Experience Designer

dvl@vaughn-luma.com

<http://vaughn-luma.com>

EXPERIENCE

Principal Experience Designer / Capital One

June 2017 - Present

- Responsible for the user experience design of two major yet-to-be-released corporate initiatives
- Co-led the design and orchestration of multiple cross-functional team project kickoff workshops

Monetization Design Manager, CXD / Intel Security

December 2015 - February 2017

- Responsible for the user experience of all monetization initiatives across the consumer business platform
- Includes management of interaction design, visual design, and content writing guidelines across core initiatives for acquisition, retention, and conversion

Senior User Experience Designer, CXD / Intel Security

December 2014 - December 2015

- Responsible for the interaction design and overarching user experience across our consumer ecommerce platform
- Responsible for the creation of the end-to-end customer experience through the creation of detailed user personas, case scenarios, scenario analysis, empathy mapping, user flows, wireframing in an agile environment
- Responsible for the creation of product specifications and UI patterns, and have periodically helped finalize UI code
- Core Projects: Intel Security Consumer Homesite Redesign

Senior User Experience Designer, World Wide Ecommerce / Adobe

August 2014 - December 2014

- A dedicated designer to the World Wide Ecommerce team focusing on the Adobe Creative Cloud shopping experience and Acrobat.com checkout experience
- Worked closely with product management, development, and research teams to drive towards a unified checkout experience between Adobe Creative Cloud and Acrobat businesses

User Experience Designer, CXD / Intel Security

March 2013 - August 2014

- Responsible for the interaction design and overarching user experience across our consumer ecommerce platform
- Responsible for the creation of the end-to-end customer experience through the creation of detailed user personas, case scenarios, scenario analysis, empathy mapping, user flows, wireframing in an agile environment
- Responsible for the creation of product specifications and UI patterns, and have periodically helped finalize UI code
- Core Projects: Responsive Consumer McAfee Website, Responsive My Account Portal, Mobile Consumer Shopping Cart, WebAdvisor, SafeKey

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EXPERIENCE

continued

Account Manager - Merchant Development / Yahoo! Inc.

September 2007 - March 2013

- A trusted commerce advisor to over 250 of the largest merchants on the Yahoo! Small Business Platform; consulting on usability, conversion rate optimization, and design.
- A voice for Yahoo! merchants who worked cross-functionally on new products and feature releases for the Yahoo! platform as well as the Yahoo! Developer Network.
- Delivered design ideas, wireframes, and prototypes for internal products and tools.
- Recipient of the Yahoo! All Star award in 2009, and recognized for being a top 5% performer within North America Revenue and Market Development.

Freelance Web Designer & Developer

2007 - Present

- I design simple, intuitive interfaces for small businesses and Silicon Valley Startups.
- I apply engineering psychology principles to my designs and adopt a mobile-first approach for any new project.

Technical Writer (Contractor) / L3 (Formerly SafeView)

2006 - 2007

- Wrote installation guides and technical manuals for all L3 / SafeView hardware
- Developed multimedia materials and illustrations for website maintenance

EDUCATION

M.S. Human Factors & Ergonomics / Emphasis in Human Computer Interaction

2014

San Jose State University

B.S. Information Systems

2003

San Diego State University

SKILLS

Proficiencies

User-Centered Design
Interaction Design
Responsive Web Design
Rapid Prototyping
Heuristic Analysis
Lean UX Methodology

Software

Sketch
Adobe CC
InVision
Keynote
UXPin
Axure

Working Knowledge

HTML
CSS3
PHP
Javascript
MySQL