

# Dustin Vaughn-Luma

User Experience Designer

dvl@vaughn-luma.com

<http://vaughn-luma.com>

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UX Design is the methodical combination of empathy and creativity. I strive for the creation of simple, intuitive products through clear communication and collaboration.

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## EXPERIENCE

### Monetization Design Manager, CXD / Intel Security

December 2015 - Present

- 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.

### Website Consultant / Intuit (Formerly Homestead Technologies)

August 2006 - September 2007

- Provided consultation to new and existing customers on design and development procedures and tactics.

### 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 Interaction Design  
UI Design  
Responsive Web Design  
Rapid Prototyping  
Heuristic Analysis  
Research Design  
Storyboarding

### Software

Sketch App  
Adobe CC  
InVision  
Keynote  
UXPin  
Axure

### Working Knowledge

HTML  
CSS3  
PHP  
Javascript  
MySQL