DUSTIN VAUGHN-LUMA
Experience Designer

vaughn-luma.com
dvl@vaughn-luma.com
LinkedIn: @dvaughnluma

SPECIALTY

FinTech · Cloud Data · SaaS · Ecommerce · Small Business
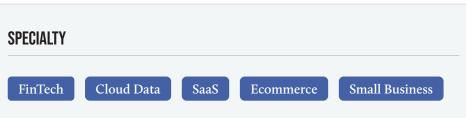
I'm a full stack UX designer who specializes in data-driven experiences. I deliver impactful experience solutions across user journeys and data visualizations. Recognized for my expertise in interaction design, user research, and complex systems, I collaborate with cross-functional partners to solve intricate problems based on insights from qualitative and quantitative data.

EXPERIENCE

Principal Experience Designer
November 2021 - Present
Capital One Software, Capital One

- Responsible for the design strategy and creation of query optimization and data visualization experiences within the consumer Slingshot product, which resulted in a 120% product adoption post-Snowflake summit launch
- Led the implementation of our team's task creation and heuristic analysis frameworks, which led to more streamlined handoffs and a 40% reduction in design QA time
- Supported the initial Capital One Software design system creation and governance
- Organized regular design reviews and brainstorming sessions, promoting cross-team collaboration and diverse perspectives

Principal Experience Designer
June 2017 - November 2021
Capital One

- Led the design effort for Capital One's enterprise data sandbox environment, playing a pivotal role in establishing a secure space for data experimentation and collaboration
- Responsible for the design and implementation of Capital One's enterprise data ingestion pipeline, resulting in the ability to migrate data from multiple locations into a unified data lake
- Oversaw the growth of a fellow designer by conducting regular sync-ups and skill-building calibrations
- Acted as a bridge between design and product, and worked closely on multiple blue-sky initiatives; used to encourage stakeholder buy-in for the future state of the platform

SKILLS

PROFICIENCIES
- Human-Centered Design
- UI Design
- Rapid Prototyping
- Data Visualization
- Heuristic Analysis
- User Research

TOOLS
- Figma
- Adobe CC
- Sketch
- Lucid Spark
- JIRA

WORKING KNOWLEDGE OF
- HTML / CSS
- SQL
- Javascript
- PHP

EDUCATION

M.S. Human Factors & Ergonomics
San Jose State University

B.S. Information Systems
San Diego State University

dvl EXPERIENCE DESIGNER

DUSTIN VAUGHN-LUMA

Experience Designer

vaughn-luma.com
dvl@vaughn-luma.com
LinkedIn: @dvaughnluma

EXPERIENCE

Monetization Design Manager   December 2015 - February 2017
CXD, Intel Security

- Led the redesign of the Intel Security North America consumer homesite, resulting in a 20% conversion lift and 18% app installation lift year over year
- Acted as a liason between CXD and our agency partners, ensuring consistent exchange of concepts and project execution
- Responsible for interaction design, visual design, and content writing guidelines for key acquisition, retention, and conversion initiatives

Senior User Experience Designer   December 2014 - December 2015
CXD, Intel Security

- Responsible for the interaction design and overarching user experience across our consumer ecommerce platform; including the creation of the end-to-end customer experience through the creation of detailed user personas, case scenarios, scenario analysis, empathy mapping, user flows, and wireframing
- Responsible for the creation of product specifications and UI patterns, and have periodically helped finalize UI code

Senior User Experience Designer   August 2014 - December 2014
WW Ecommerce, Adobe

- 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 CC and Acrobat businesses

User Experience Designer   March 2013 - August 2014
CXD, McAfee

- Responsible for the interaction and visual design aspects of the user experience across our consumer ecommerce platform and consumer-facing products
- Core Projects: Responsive Consumer McAfee Website, Responsive My Account Portal, Mobile Consumer Shopping Cart, WebAdvisor, SafeKey

ADDITIONAL EXPERIENCE

Account Mgr, SMB
Yahoo! Inc.   2007 - 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

Designer / Developer
Freelance   2004 - Present

I specialize in crafting straightforward and user-friendly interfaces tailored for small businesses and Silicon Valley startups

Technical Content Writer
L3 (formerly SafeView)   2006

Wrote all technical manuals and documentation for L3's TSA body scanners

DVL EXPERIENCE DESIGNER