



# Luis Merino

## User Experience Leader

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I am a creative problem solver and visual communicator who is passionate about designing seamless digital experiences that anticipate user needs and strategically tell a story. I live for building and leading effective teams through trust, collaboration, innovation, and empathy.

## PROFESSIONAL EXPERIENCE

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### Director, Digital Experience

2021-PRESENT

Dallas College

- Prioritized and advanced UX culture of research throughout marketing while leveraging data, analytics, and results to continually iterate and improve the digital experience for students
- Led and mentored a diverse, high-performing team of designers/developers responsible for the design, structure, usability, accessibility, UX, and content strategy of the main website
- Grew effective relationships with internal and crossfunctional partners through all levels to find overarching solutions and gain strategic alignment to meet marketing goals

#### SELECT PROJECTS & ACCOMPLISHMENTS

- **Student Resource Directory (2022):** Directed, and led design, development, research, and collaboration for web tool that helps students quickly search, browse, and filter resources they need.
- **PEGASUS Design System (2021):** Wrote, designed, and developed a digital design system and accompanying documentation to improve efficiency, quality, and accessibility on all page builds
- **Dallas College Website (2020):** Directed, led design, development, research, and collaboration for website relaunch where we improved (from 2019-2021): average home page load time (4.3 sec to 3.0 sec), click rate on home directly to apply (0.1% to 1.0%), traffic on apply page (1.6% of all site visits to 3.1%), and site bounce rate on mobile devices (56% to 45%)

### Assistant Director, Digital Experience

2018-2021

Dallas College

- Served as a team lead who implemented a strong understanding of web development, accessibility, UX design, and analytics through various internal and external web projects
- Collaborated on large initiatives with various college web and IT teams while maintaining a user-centered focus

### Rich Media Developer/Producer

2015-2018

Dallas College

- Developed interfaces for websites, intranet, mobile app, and email as well as designing graphics, video, and other digital media

## EDUCATION

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### Bachelor of Science in Digital Media

2011

Utah Valley University

## SKILLS

- UX Design & Research
- Usability Testing
- UI Design & Visual Design
- Information Architecture
- Wireframing/Prototyping
- Design Thinking
- HTML5, CSS3, SCSS/Sass
- Responsive Design
- Accessibility
- Design Systems & Style Guides
- Analytics & SEO
- Content Strategy
- Project Management

## TOOLBOX

- Adobe XD
- Illustrator, Photoshop, Etc.
- Atom & Github
- SiteImprove
- Qualtrics
- Office 365

## STRENGTHS

- Collaboration
- Leadership
- Communication & Presentation
- Coaching & Training
- Team Building
- Empathy

## AWARDS

- **Best Presentation in Track** (HighEdWeb Conference 2020)
- **Employee of the Year 2016-17** (Dallas College)

## ASK ME ABOUT

- Presenting at six professional conferences in six years
- My background in graphic design, video editing, and teaching college
- What I'm currently streaming