

Victor Ayala

UX/UI Web Designer Lead, Front-End Developer & Web Ops.

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Employment History

Senior UX/UI and Product Designer with more than a decade of experience designing and delivering user-centered experiences across e-commerce, SaaS, and enterprise platforms. Experienced in leading cross-functional teams, creating scalable design systems, conducting user research, and transforming complex business requirements into intuitive digital products.

In addition to extensive product design experience, I have designed, built, and launched multiple AI-powered applications, combining UX expertise with modern AI technologies to accelerate product development, improve user experiences, and bring innovative solutions to market quickly.

Academy Sports + Outdoors | *Aug. 2023 – Present*

Senior UX/UI Designer

- Led the end-to-end design process for web and mobile e-commerce experiences, from research and discovery through design, testing, and implementation.
- Collaborated closely with product managers, engineers, quality assurance teams, analysts, and business stakeholders to define requirements and deliver customer-centered solutions.
- Designed and optimized customer journeys across product discovery, search, navigation, product detail pages, shopping cart, checkout, account management, and post-purchase experiences.
- Created wireframes, user flows, prototypes, high-fidelity designs, and detailed specifications to support development and ensure design consistency.
- Conducted usability studies, heuristic evaluations, A/B testing initiatives, and competitive analyses to identify opportunities for improving the customer experience.
- Established and maintained scalable design systems, reusable components, accessibility standards, and documentation to improve efficiency across multiple teams.
- Partnered with developers throughout the implementation process to ensure design quality, resolve usability concerns, and maintain consistency across platforms.
- Mentored junior designers and contributed to cross-functional collaboration initiatives that strengthened design practices across the organization.
- Delivered experiences that improved engagement, increased conversion rates, reduced friction points, and enhanced overall customer satisfaction.

SupplyStream.io | *Mar. 2022 – Jul. 2023*

Web UI/UX & Product Design Lead

- Led and mentored a team of UX and UI designers, providing guidance, feedback, and support throughout the design process.
- Established, expanded, and maintained scalable design systems to ensure consistency, efficiency, and a cohesive user experience across multiple platforms.
- Defined and enforced design standards, accessibility guidelines, and user experience best practices across digital products.

- Collaborated with executive leadership to align product initiatives with business objectives, customer needs, and long-term strategic goals.
- Designed intuitive, user-centered experiences that improved customer engagement, increased conversions, and contributed to revenue growth.
- Partnered closely with engineering teams to translate concepts into production-ready solutions while maintaining design quality and usability standards.
- Led the entire product design lifecycle, including research, wireframing, prototyping, usability testing, and final implementation.
- Worked with cross-functional teams, including product managers, developers, quality assurance teams, marketers, and business stakeholders, to deliver high-impact solutions.

Academy Sports + Outdoors | *Jul. 2013 – Mar. 2022*

Lead User Interface

- Supervise, mentor, and advise a team of designers and developers when needed.
- Assist designers with UX/UI recommendations and make sure our users could have a great shopping flow when shopping on our site.
- Coordinate and execute best web practices in our web storefront.
- Collaborate with our IT counterpart to execute calendar promotions and ensure we had good results after deploying.
- Assist and collaborate with our IT department when incorporating new third-party tools (CMS, Email Service Providers, Search Platforms, Mobile Apps, etc.).
- Website planning includes web design, budgets, performance requirements, legal issues, and accessibility and privacy.
- Resolve any web issues regarding the front end of our website.
- Create personalized campaigns to increase traffic and revenue.
- Support the SEO department to deploy and track campaigns.
- Align with site merchants on all promotional/seasonal campaigns.
- Assist leadership with any last-minute request (seasonal traffic campaigns, last-minute special promotions, etc.).
- Create reports on promotion results.

Sr. Web Designer & Front-End Developer

- Write, design, or edit web page content or direct others producing content. Identify problems uncovered by testing or customer feedback, and correct problems or refer issues to appropriate personnel for correction.
- Analyze user needs to determine technical requirements.
- Perform website tests according to planned schedules or after any website or product revisions.
- Incorporate technical considerations into web standards.
- Develop and document style guidelines for website content.
- Website planning includes web design, budgets, performance requirements, legal issues, and accessibility and privacy.
- Design, build or maintain custom landing pages using authoring or scripting languages (HTML, CSS, JS), content creation tools, management tools, and digital media.
- Confer with management or development teams to prioritize needs, resolve conflicts, develop content criteria, or choose solutions.
- Evaluate code to ensure it is valid, properly structured, meets industry standards, and is compatible with browsers, devices, or operating systems.
- Collaborate with management or users to develop e-commerce strategies and integrate these strategies with production sites.

Sr. Web Designer

- Create designs, concepts, and sample layouts based on knowledge of layout principles and web design concepts.
- Develop graphics and layouts for product illustrations, company logos, and Internet websites.
- Review final layouts and suggest improvements as needed.
- Prepare illustrations or rough sketches of material, discuss them with supervisors, and make necessary changes.
- Modify and refine designs, using working models, to conform with customer specifications, production limitations, or changes in design trends.
- Design complex graphics and animation using independent judgment, creativity, and computer equipment.

Web Designer & Email Developer

- Create designs, concepts, and sample layouts based on knowledge of layout principles and web design concepts.
- Develop graphics and layouts for product illustrations, company logos, and Internet websites.
- Review final layouts and suggest improvements as needed.
- Prepare illustrations or rough sketches of material, discuss them with supervisors, and make necessary changes.
- Modify and refine designs, using working models, to conform with customer specifications, production limitations, or changes in design trends.
- Design complex graphics and animation using independent judgment, creativity, and computer equipment.
- Responsible for increasing email marketing success by coding, building, and testing email communications.
- Incorporate HTML/CSS and email marketing best practices to create and code interactive experiences for email.
- Utilize best practices in email development, email compliance regulations, and accessibility.
- Execution of email campaigns with a heavy emphasis on customer segmentation, testing protocol, and technical execution.
- Develop identical rendering across browsers, ESPs, and devices.
- Troubleshooting of HTML, CSS, and other performance issues.

Urmarketeam Marketing Agency | Mar. 2010 – Aug. 2013

Senior Web Designer

Created wireframes and mockup designs.

- Managed client's website design from concept to the final product.
- Assisted internet marketing team to update client websites and increase search engine exposure.
- Collaborated with project manager and programmers to layout site functionality.
- Assisted IT manager in setting up customer's website hosting on company servers, registering domain names, and preparing email accounts.
- Developed high-fidelity, interactive prototypes for use as demos for users and iterative working models for peers and programmers.

Legacy Web Designer | Jun. 2005 – Mar. 2010

Web Designer

Created wireframes and mockup designs.

- Designed websites for several small businesses. Increasing profitability of multiple companies substantially.
- Worked on several collaboration pieces. Assisted in team projects to achieve the desired outcome of the client.
- Created custom logos for several businesses. Generated name recognition and repeat business.
- Create designs and layouts for brochures, posters, magazine ads, newsletters, mailers, postcards, banners, digital signage, forms, PowerPoint presentations, and web graphics.