

Henry Tapia

Design Engineer | UX/UI, Frontend Development & Experimentation

henrytapia.80821@gmail.com | [Linkedin](#)

Experience

Personalization & Testing Coordinator

David Weekley Homes | February 2025 - Present

- Design, build, and launch personalized website experiences and A/B testing campaigns using Dynamic Yield, HTML, CSS, JavaScript, and React.
- Lead experimentation workflows from hypothesis and UX concepting through implementation, QA, analysis, and recommendations.
- Analyze GA4, Microsoft Clarity, heatmap, session replay, and campaign data to identify UX friction and optimization opportunities.
- Create wireframes, prototypes, and UX/UI concepts in Adobe XD and Figma to support data-driven site improvements.

Web Design & Development Intern

SXSW | November 2023 – May 2024

- Developed responsive web interfaces from Figma designs using HTML, SCSS, JavaScript, Ruby on Rails, and Vite.
- Contributed to SXSW digital platforms supporting event discovery, scheduling, and attendee experience.
- Collaborated with software and design teams to improve usability, accessibility, and visual consistency.

On-Site Headliner Experience

Insomniac Events | May 2025 – Present

- Support guest experience operations at large-scale live events by assisting attendees, resolving issues, and improving wayfinding.
- Identify guest pain points in fast-paced environments and collaborate with operations teams to support smoother attendee experiences.

Education

Texas State University

B.S. Digital Media Innovation
Summa Cum Laude | 2020 - 2023

Skills

UX/UI

Wireframing, Prototyping, Interaction Design, Information Architecture, Usability Testing, Adobe XD, Figma

Experimentation & Analytics

Dynamic Yield, A/B Testing, Personalization, CRO, GA4, Microsoft Clarity, Heatmaps, Session Replay Analysis

Frontend

HTML, CSS/SCSS, JavaScript, TypeScript, React, Next.js, Ruby on Rails, Vite, GitHub

Additional

WordPress, Adobe Creative Suite