

Samira Villamor

DESIGN

WayWiser

2022-2023

WayWiser is a web and mobile app that helps its users coordinate care for their aging parents and/or other elders. Its features include storage for important documents, a shareable calendar, and a messaging area that members can use to communicate updates related to the elder's care. To help minimize the risk of fraud and financial scams, caretakers could also monitor their elder's financial accounts by connecting it to the WayWiser app.

Lead product designer of WayWiser's financial feature

- ❖ Conducted user research to understand users needs/viability of the feature
 - ❖ Created web and mobile user flows, wireframes, and prototypes for all user permission types
 - ❖ Researched Plaid, which was used for the connectivity, to ensure proper states of different statuses & permissions
 - ❖ Coordinated with developers for feature buildout
 - ❖ Managed UI designer to develop full designs
-

Boxwood Means

2020-2021

The Boxwood Means **Valuation Estimator** is an online tool that allows users to search an address to get a valuation estimation report of that property; the valuation is dependent on surrounding similar properties. A user's search yields a large amount of data as each listed result contains many characteristics. The challenge of this project was figuring out how we give the user granular control while allowing them to parse through information easily and efficiently.

UX/UI designer of the Boxwood Means Valuation Estimator

- ❖ Created web user flows, wireframes, and high-fidelity prototype
 - ❖ Proposed & designed additional features to aid the user in their goal
-

Kabbage

2018-2020

Kabbage is a financial tech company that provides funding directly to small business owners via their lending platform. Kabbage supported small business owners beyond lending with new tools: **Invoicing, Expense Management, and Insights.**

Product designer on new products

- ❖ Conducted user research to understand user needs
- ❖ Created web and mobile user flows, wireframes, and high-fidelity prototype
- ❖ Conducted user testing to optimize UX/UI
- ❖ Used Heap Analytics to understand user behavior and drop off points

Flowroute

2013-2017

Flowroute's number **porting platform** is a tool that allows the transferring(porting) of a phone number from one company(provider) to another. The process of porting a phone number is dependent on which provider it is going from and to; each provider has their own set of requirements, processes, and timelines. This porting platform is used by Flowroute's internal team, Flowroute's customer and also Flowroute's customer's customer. All three parties and the providers needed to be accommodated in the design.

Lead product designer of the porting platform

- ❖ Conducted user research internally with Flowroute admins, and with Flowroute customers to understand the user needs, priorities, and pain points with the existing tool
 - ❖ Created web user flows, wireframes, and high-fidelity prototypes
 - ❖ Worked with external developers to optimize UX/UI experience
 - ❖ Conducted user testing with users
-

BoomBox

2009-2013

Delta Nonstop NYC was a six week promotional campaign where participants could win a grand prize.. There were a variety of ways to participate and accumulate points including a real-life scavenger hunt, weekly online games and contests, and Foursquare check-ins and Twitter retweets. The campaign microsite was an important hub for participants to keep track of their progress and to receive updates of the next event.

Lead designer of Delta Nonstop NYC campaign

- ❖ Developed brand look that was applied across different mediums: from digital to print and environmental assets
 - ❖ Designed UX/UI of campaign microsite and mini-games; worked closely with devs to assure intuitive controls and a smooth experience for the user
 - ❖ Managed team of designers & copywriter
-

Education

Contact

General Assembly

- ❖ User Experience Design
- ❖ 2015-2016

samira.villamor.io

samira.villamor@gmail.com ❖
845-652-0368 ❖

Fashion Institute of Technology

- ❖ BFA Packaging Design
- ❖ 2005-2009