

## Kaira Villanueva

I am a product designer with a specific focus on crafting user experiences and interfaces for digital products. I am adaptable and flexible to any design challenges, and have grown my skillset overtime to expand to various mediums to help with finding solutions to new or existing design systems.

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<https://kaira.design>

## Skills

### Design

Figma  
Photoshop  
Illustrator  
Krita  
Blender

### Development

HTML / CSS  
JavaScript / React  
C# / Unity  
C++ / Unreal Engine  
Swift / Xcode

### User Experience

User analytics  
User research  
User interviews  
Storyboarding  
Wireframing  
Rapid prototyping

## Work

### Columbia University: Computational Design Lab

*Product Designer*

*Jan 2020 - Jan 2021* [Contract]

- Organized and led user interviews with hurricane survivors and witnesses
- Applied thematic analysis to organize points of interests from the interviews
- Conducted competitor analysis with products that utilize user localization
- Performed heuristic check on the current state of [nhc.noaa.gov](https://nhc.noaa.gov)
- Designed a new home page for [nhc.noaa.gov](https://nhc.noaa.gov) that utilizes user localization

### Kinetic

*Product Designer*

*Mar 2019 - Nov 2020* [Contract]

- Performed heuristic check on internal and client-facing dashboards
- Collected user data and measured product KPIs on the main product via Mixpanel
- Conducted user interviews for assessing the viability of design components
- Converted design segments into testable React components
- Drafted and designed new product features for internal tools

## Education

### Columbia University

*B.A. Human Rights  
Specialization in Computer Science  
Class of 2021*

### Pursuit

*iOS Mobile Design and Development  
Fellowship  
Class of 2016*

### Cyclops Research and Development

*Product Designer*

*Nov 2018 - June 2019* [Contract]

- Led the design for a mobile application that collects and assess water data
- Audited the analog process for inputting and collecting data
- Designed scalable user interface components for various mobile devices
- Prototyped and tested the design with hydrologists to test for usability
- Proposed the design and received an additional \$20,000 grant from NYC: DEP

### ClassLink

*Product Designer*

*Mar 2018 - Nov 2018* [Full-Time]

- Assisted with building a system design framework to speed up development
- Researched use cases on current and new design components for end-users
- Designed various graphics to match the needs of various applications
- Led storyboards for new product features to assess for product viability
- Converted designs into interactive applications with Angular

## Recognition

### Forbes: 30 under 30

Game Design, 2015

### NASA Open Data

Datanaut, 2016