

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
Sketch
Adobe Creative Suite
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]

- Led the design for a web application focusing on user localization
- Conducted user interviews and analyzed results using thematic analysis
- Conducted competitor analysis with other products that utilize user localization
- Designed the user experience and interface based on the collected data
- Carried out A/B testing to check for the effectiveness of user localization

Kinetic

Product Designer

Mar 2019 - Nov 2020 [Contract]

- Led the initial experience and interface redesign for an internal web application
- Conducted user interviews to check for insights helpful for iteration
- Implemented Mixpanel to collect and assess user data from web application
- Assisted with designing weekly reports and graphics for client-facing emails
- Converted email templates into HTML/CSS and web design into React components

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 existing procedure for collecting and inputting data
- Designed a responsive user interface based on the user personas
- Carried out A/B testing with participants to check for interface usability
- Used Swift to convert mobile design into an interactive iOS application

ClassLink

Product Designer

Mar 2018 - Nov 2018 [Full-Time]

- Assisted with building a system design framework to speed up web development
- Designed graphic badges as assets for a badge generator web applicaiton
- Designed graphic logos and icons for an onboarding experience
- Assisted with storyboarding product features to assess for usability
- Used Angular and Sass to convert web design into interactive components

Recognition

Forbes: 30 under 30

Game Design, 2015

NASA Open Data

Datanaut, 2016