

## 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 Design and  
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 application
- 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