

# Kaira Villanueva

fzf.villanueva@gmail.com • +1 201 844 0021 • <https://kaira.design>

## SKILLS

### Design

Figma  
Sketch  
Miro  
Adobe Creative Suite  
Blender  
Salesforce

### Research

Mixpanel  
Dovetail  
Tableau  
Hotjar  
UserTesting  
Heap  
Pendo

### Development

HTML / CSS / SCSS  
JavaScript / React / Angular  
Python  
Unity / C#  
Unreal Engine  
iOS / Objective-C

### User Experience

Design sessions  
Site mapping  
User interviews  
Storyboarding  
Wireframing  
Rapid prototyping  
Journey maps

## EDUCATION

### University of Pennsylvania

*Executive Program for Social  
Innovation Design 2023*

### Columbia University

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

### Pursuit

*iOS Mobile Design and  
Development Fellowship  
Class of 2016*

## EXPERIENCE

10/2023 - Present

### UX Designer, Verizon Connect

- Designed internal tools for managing 401k plans and investments
- Designed client-facing experiences such as onboarding and login
- Conducted user interviews to design an investment management tool
- Contributed to designing reusable components and maintaining libraries

12/2021 - 03/2023

### UX Designer, Vestwell

- Collaborate with other designers to create a design system across all products
- Design user experience for internal tooling products
- Prototype and test designs to improve and iteration on existing design
- Created tutorial videos for onboarding new participants to the platform

01/2020 - 01/2021

### Research Assistant, Columbia University: Computational Lab

- 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
- Worked on improving mobile risk communication services for NOAA (National Oceanic and Atmospheric Administration)

08/2019 - 11/2020

### UX Designer, Kinetic

03/2019 - 08/2019

### UX Designer Intern, Kinetic

- 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

03/2018 - 11/2018

### UX Engineer, ClassLink

- 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

08/2016 - 09/2017

### Software Engineer, Agrilyst (Acquired by IUNU)

03/2016 - 08/2016

### Software Engineer Intern

- Wrote software tutorials and walkthroughs on new features
- Tested the platform for quality assurance and reported bugs
- Researched Cornell University's GAP and applied findings as a new feature
- Drafted a web tool that manages the user's food safety protocols in indoor farms
- Developed and automated web scraping scripts to gather HTML content
- Organized and cleaned large sets of data in Excel