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 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 — **UX Designer, 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 managers 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