

Kaira Villanueva

Skills

Design

Figma
 Sketch
 Adobe Creative Suite
 Krita
 Blender

Development

HTML / CSS
 JavaScript / React

User Experience

User analytics
 User research
 User interviews
 Storyboarding
 Wireframing
 Rapid prototyping

Education

University of Pennsylvania

Executive Program for Social
 Innovation Design 2023

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

Recognition

Forbes: 30 under 30

Game Design, 2015

NASA Open Data

Datanaut, 2016

Work

Vestwell

UX Designer
 Dec 2022 - Mar 2023 [Full-Time]

- 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
- Designed A/B testing via Usability Hub to check for the effectiveness of design

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

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 Co-Op]

- 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