# Kaira Villanueva



#### **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

#### 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

## Recognition

#### Forbes: 30 under 30

Game Design, 2015

#### **NASA Open Data**

Datanaut, 2016

## 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

#### **Cyclops Research and Development**

Product Designer

Nov 2018 - June 2019 [Contract]

- Led the design for a mobile application that collects and assess water data
- ${\mbox{\ensuremath{\bullet}}}$  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
- $\bullet$  Designed graphic logos and icons for an onboarding experience
- ${\mbox{\footnote{info}}}$  Assisted with storyboarding product features to assess for usability
- ${\boldsymbol{\cdot}}$  Used Angular and Sass to convert web design into interactive components

## Design Work with Musicians

#### Shubzilla

UX and UI Design for Website, Front-End Engineer Tools: Figma, Jekyll, HTML/CSS/ JavaScript

#### **SAWCE**

Graphic and Sweater Design, EP Vinyl Design Tools: Illustrator, Photoshop