Kaira Villanueva

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https://kaira.design

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

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 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 applicaiton
• 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