Samira Villamor
DESIGN

WayWiser   **2022-2023**

Lead product designer of WayWiser's financial feature

Defined and designed the long-term vision for WayWiser's new financial feature. Ensured that designs provide strong foundations for future evolution of the product.

- ❖ Conducted user research to understand users needs and viability of the feature
- ❖ Created web and mobile user flows, wireframes, and prototypes for all user permission types
- ❖ Utilized Plaid for connectivity; ensured proper states of different statuses & permissions
- ❖ Coordinated closely with developers for feature buildout
- ❖ Managed UI designer to develop full designs

Boxwood Means   **2020-2021**

UX/UI designer of the Boxwood Means Valuation Estimator

Designed the estimator product that allows users granular control over a vast amount of information. The focus was on designing an experience that allows users to quickly and efficiently parse through data without being overwhelmed.

- ❖ Utilized existing API to understand all data points
- ❖ Created user flows, wireframes, and high-fidelity prototype
- ❖ Proposed & designed additional features to aid the user in getting the most out of the data

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Kabbage   **2018-2020**

Senior product designer on new products

Leveraged Kabbage's existing relationship with small business owners to develop new tools that help visualize and understand their cash flow. As users have a line of credit with Kabbage, the new products gave business owners more clarity into their finances and helped them plan for future expenses.

- ❖ Conducted user research to understand current workflows and identify user needs

- ❖ Developed concept and strategy for multiple products
- ❖ Created web and mobile user flows, wireframes, and high-fidelity prototype
- ❖ Worked closely with developer to develop designs
- ❖ Conducted user testing to optimize UX/UI
- ❖ Used Heap Analytics to understand user behavior and drop off points

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Flowroute   2013-2017

Lead product designer of the porting platform

Designed the new porting platform, taking the existing transactional experience and evolving it into a more comprehensive workspace. Identified unaccounted for users and ensured a smooth experience for all user types.

- ❖ Conducted user research internally with Flowroute admins, and externally with Flowroute customers to understand the user needs, priorities, and pain points with the existing tool
- ❖ Created web user flows, wireframes, and high-fidelity prototypes
- ❖ Worked with external developers to optimize UX/UI experience
- ❖ Worked with developers to plan gradual implementation of features

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BoomBox   2009-2013

Lead designer of the Delta Nonstop NYC campaign

A six-week long campaign with both online and offline interactions. Ensured that the designs allowed users to navigate the complexity of the campaign with ease.

- ❖ Developed brand look that was applied across different mediums: from digital to print and environmental assets
- ❖ Designed UX/UI of campaign microsite and mini-games; worked closely with devs to assure intuitive controls and a smooth experience for the user
- ❖ Managed team of designers & copywriter

Education   Contact

Fashion Institute of Technology   samira.villamor.io

- ❖ BFA Packaging Design   samira.villamor@gmail.com ❖
- ❖ 2005-2009   845-652-0368 ❖