

Kaira Villanueva

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SKILLS

Visual Design

Figma
Sketch
Miro
Adobe Creative Suite
Blender
Salesforce

User Experience

Design sessions
Site mapping
User interviews
Storyboarding
Wireframing
Rapid prototyping
Journey maps

User Research

Mixpanel
Dovetail
Tableau
Hotjar
UserTesting
Heap
Pendo

Development

HTML / CSS / SCSS
JavaScript / React / Angular
Python
Unity / C#
Unreal Engine
iOS / Objective-C

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

- Assessed Salesforce support impact through evaluations, interviews, and analysis
- Improved Salesforce quoting tools via workshops and concept development
- Enhanced employee experience to close business gaps
- Created a design system for Salesforce UX in support and sales
- Improved support tooling and case intake with cross-functional teams

12/2021 - 03/2023

UX Designer, Vestwell

- 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 usability

01/2020 - 01/2021

Research Assistant, Columbia University: Computational Lab

- Designed 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

08/2019 - 11/2020

UX Designer, Kinetic

03/2019 - 08/2019

UX Designer Intern, Kinetic

- Designed the initial experience and interface for an internal asset management
- 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

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 manages 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

PUBLICATION

Robert Soden, Lydia Chilton, Scott Miles, Rebecca Bicksler, Kaira Ray Villanueva, and Melissa Bica. 2022. Insights and Opportunities for HCI Research into Hurricane Risk Communication. In CHI Conference on Human Factors in Computing Systems. <https://dl.acm.org/doi/10.1145/3491102.3502101>