Pierre A Villanueva Product Designer (310) 993-8326 | www.slicedavocado.com

Summary Dedicated UX/UI designer with a proven track record of owning the end-to-end design process and delivering user-centric solutions. Experienced in collaborating with cross-functional teams and applying design thinking methodologies to solve complex problems. Passionate about understanding user needs deeply and aligning designs with business goals to create impactful products.

Skills

- **User-Centered Design:** Proficient in conducting user research, usability testing, and iterative design to ensure designs meet user needs and exceed expectations.

- **Design & Prototyping:** Expert in using Figma, Adobe Creative Suite, Sketch and rapid prototyping to create polished, high-fidelity designs and interactive prototypes.

- **Cross-Functional Collaboration:** Adept at working closely with engineering, product, and marketing teams in Agile environments to deliver high-quality designs on time.

- **Strategic Problem-Solving:** Skilled at breaking down complex problems, synthesizing research insights, and developing innovative design solutions that drive business impact.

Experience Phonecheck, LLC - Product Designer (B2B) *10/2021 – Present*

Phonecheck provides device processing software for the used mobile device industry.

- Enhanced enterprise tools for desktop, mobile, and cloud, increasing efficiency by 31%

- Led cross-functional teams in Agile setting to deliver projects exceeding client expectations

- Implemented user feedback loops, increasing engagement by 27%

Freelance - Product Designer (B2C) *12/2018 – 10/2021* Designed and developed native iOS apps for fitness and medical industries.

- Developed apps, improving downloads by 41% through intuitive UX enhancements

- Tailored design processes to user needs and business goals, increasing retention by 37%

- Conducted user research and analytics to refine usability, achieving 95% satisfaction

BellyBuds, LLC - Contract UX/UI Designer (B2C) *10/2016 – 04/2017*

BellyBuds offers prenatal audio belts that allow pregnant women to safely play music and voice recordings to their babies.

- Led redesign of VoiceShare 2.0, a feature allowing family to share audio, broadening engagement by 39%

- Drove product differentiation through innovative business models and multi-platform designs

FastFit360° - Contract Product Designer (B2B SaaS) *10/2015 – 10/2016*

FastFit360° provides 3D product visualization software for the apparel industry.

- Spearheaded development of Addlane 0-1, a chat-based project management tool, boosting collaboration by 29%

- Implemented new design workflows in Figma, enhancing efficiency by 23%

BusyLoading, Inc. - Product Designer (B2C) *02/2015 – 12/2018*

BusyLoading is an app development company focused on social and productivity apps for students.

- Created Paar, a micro-meetup platform for students to collaborate, driving 47% increase in active users

- Incorporated user feedback to enhance engagement by 35%

Edlio - Contract UX/UI Designer (B2C SaaS) *07/2014 – 03/2015*

Edlio provides custom CMS tool used by K-12 schools.

- Led design of white label app templates and developed app design process for contract designers

- Designed and prototyped wireframes and high-fidelity UI

Education BS Industrial Design ArtCenter College of Design, Pasadena, CA