

Keith Villanueva

Designing quality user experiences that offer the best choices in the optimal time and place, by asking the right questions and drawing from skills in user experience research, user feedback, and iterative design.

Skills

Card Sorting
Competitive Analysis
Information Architecture
Persona Development
Project Management
Prototyping
Journey Mapping
Survey Design
Usability Testing
User Interviews
Wireframing
Workshop Facilitation

Tools

Adobe Suite
Axure
Google Analytics
Hotjar
InVision
Salesforce
SMI Eye Tracking
Sketch
UserTesting.com

Experience

National Fire Protection Association, 2018 - Present Quincy, MA

- UX Manager
- Standards Developing Organization in areas including fire safety, building safety, active shooter, electrical
- Annual web revenue: \$20 million - Annual gross receipts: \$220 million
- Advocate for a unified user experience through myriad integrations of a website and ERP redesign

Boston Digital, 2017 - 2018 Boston, MA

- UX Strategist
- Agency with clients in higher ed, insurance, biotech, and financial services
- Responsible for user testing, stakeholder/user interviews, surveys, focus groups, discovery research, wireframes & prototypes
- Eye tracking test & result synthesis

Doni, 2017 Boston, MA

- UX Designer/Project Manager - Short-term contract
- Conducted surveys, usability tests, and contextual inquiries
- Designed medium and high-fidelity wireframes then used in prototypes for usability testing and design iteration

Education

General Assembly, 2017 Boston, MA

- UX/UI Designer-in-Training
- 400+ hour UX Design immersive program
- Developed skills in user research & user-centered design methodology
- Individual & team projects: e-commerce, user research, mobile features
- Formal training from research through ideation, design iterations, and high fidelity interactive prototypes

Middlebury College, 2006-2010 Middlebury, VT

- Bachelor of Arts, French Literature & Philosophy
- Summer Immersive Language School, 2008 & 2010
- Academic Year Abroad: Université de Bordeaux III, 2008