

# Victoria Loren Padilla

## Sr. Product Designer

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### EXPERIENCE

#### **Kaseya** — Senior Product Designer

May 2023 - Current

- Designed 50+ networking and security features, including a Secure Edge initiative that drove a 208% increase in revenue post-launch.
- Worked cross-functionally with Product and Engineering, to drive aligned execution from discovery to delivery.
- Conducted ongoing monthly 1:1 UX research sessions with 20+ advisory board partners to validate workflows, inform product direction, and ensure alignment with technician needs and business priorities.

#### **Constant Contact** — UX Designer/Product Strategy

June 2021 - May 2023

- Collaborated with stakeholders, product managers, and developers to design user-centered new features in the product from conception until launch.
- Decreased business expenses by ~\$1 million yearly by improving the user experience of a feature.
- Created user flows, conceptual wireframes, interaction diagrams, interaction specifications, and functional prototypes used for testing.
- Identified new opportunities, assessed the company's product performance, and helped develop its long-term strategic plans for future product features.

#### **FutureWave** — UX/UI Designer

March 2021 - May 2021

- Designed a mobile app from scratch.
- Applied a broad range of techniques, including research, sketching, wireframing, user flows, task flows, sitemaps, prototyping, and user testing to explore and validate opportunities and solutions
- Collaborated with the engineers by handing off my hi-fidelity user interface design and explaining the features of the application.

#### **Carewell** — UX/UI Design Intern

June 2019 - August 2019

- Worked alongside the lead UX/UI designer to rebrand the company and redesign the website.
- Worked closely and collaboratively with the Visual UI designer and Product Manager on my team to fulfill the overall product/feature vision.

### EDUCATION

#### **Design Lab, UX Academy**

January 2021 - April 2021

UX/UI Design & Research

#### **The George Washington University, School of Business**

August 2016 - December 2020

International Business & Fine Arts

### SKILLS

**Technical:** Figma, Jira, Sketch, Adobe Illustrator, Pendo, InVision, Marvel app, Google Suite, MS Suite, Excel, Shopify, BigCommerce, Google Analytics, Google Adwords, Mailchimp Email Marketing, Google ads, SEO

### DESIGN PROCESS

**Research:** Research Plan, Market Research, Competitive Analysis, User Research, A/B Testing, User Persona, Empathy Map

**Define:** Site Map, Task Flow, User Flow, Customer Journey Mapping, Information Architecture

**Design:** Sketching, Responsive Wireframes, Branding, Graphic Design, Interaction Design, Style Guide, Responsive UI Design, Visual Design

**Test:** Prototype, Usability Testing, Affinity Map