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 — Product Designer

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 — Product 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 — Product 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