

Sara Del Villar

Product Designer

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EXPERIENCE

Designer and Developer - Independent practice

Aug 2023 - Present

- Working with clients B2B/B2C businesses for exploratory design projects.

Product Designer and Developer - Hakmigo

Dec 2025 - Present

- Led end-to-end product strategy and design for Hakmigo's "lovable plant companion" mechanic, tracking topic mastery through classroom observations from 3 years of tutoring, then iterating the design based on hands-on testing with teacher partners to shape core learning journeys.
- Shipped an AI-driven product to a live beta with active teacher and student users, incorporating direct teacher feedback — including a request to support Regents exam prep that led to building real-time classroom sessions — and building the MVP using a combination of Claude and Vercel.

Web Designer - Alterations by R.C.

Jan 2023 - Apr 2023

- Increased in-store customer visits 25% within three months of a website relaunch by redesigning the site's information architecture in collaboration with stakeholders — validated through A/B testing — and optimizing the site as responsive across mobile and desktop, which improved site functionality and elevated brand awareness, driving foot traffic and downstream sales.

LEADERSHIP

UX/UI Designer and Developer - Google Gemini 3 hackathon

Feb 2026

- Designed a food discovery agent called Nurtur that uses multi-modal that helps individuals living in food scarce regions find affordable, EBT/SNAP eligible grocery stores. The app also uses food scanning to suggest health dinner options based on user goals, data, and what the user has in their fridge.

Product Designer - Alterations by R.C.

May 2025 - Aug 2025

- Designed and shipped an MVP work management order system for a small alterations business that streamlines employee workflow and minimizes mistakes and bottlenecks by prioritizing incoming orders based on earliest pick-up dates. It uses customer input as well as employee data to reduce cognitive load, customer friction, and mistakes.

UX Designer and Researcher - Design Buddies and Liftyz

Jan 2024

- Conducted user sentiment analysis on IKEA's resell process and included insights from research to design a streamlined AI focused solution that reduced negative user journeys.

EDUCATION

UX Design Professional Certificate -Google via Coursera

Bachelor of Arts - Smith College

Bachelor in Film and Media Studies

Minor in Arts and Sciences

SKILLS

Design & Prototyping

Figma, Claude, Lovable, FigJam, Miro, Adobe XD

Motion

RIVE, Blender, Lottie, Figma, Adobe CC

Technical & languages

Claude API, Python, React, JavaScript, HTML/CSS