Rowan Villa

UX/UI Designer

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PROFILE

Senior UX/UI Designer with over ten years of experience in creating user-centered and conversion-focused designs for a wide range of industries, including **real estate**, **marketing**, and **e-commerce**. Proficient in **design systems**, **prototyping**, and **user research** to development handoff, focusing on improving **website performance** and enhancing **user experience**. Strong leadership skills in **mentoring junior designers** and creating efficient **design processes** that streamline project delivery by over 60%.

PROFESSIONAL EXPERIENCE

Senior UX/UI Designer   Oct 2020 – Present

Agent Awesome / Canada

- Led the redesign of the agency's website and developed UX/UI strategies for two sister companies, **Realtor Rise** and **Go Top Shelf**.
- Developed **style guides** and **design systems** to standardize workflows and ensure consistency across projects.
- Designed over **10 websites** for realtors and more than **20 websites** for businesses in various industries, significantly enhancing **lead generation** and **user engagement**.
- Created **website templates** offered as part of the agency's product, streamlining the design process and reducing client onboarding time.

Senior UX/UI Designer   Sep 2018– 2024

The Marketing Scientist / NY

- Designed and launched the agency's website, leading to a substantial increase in **lead acquisition** and client conversion.
- Developed comprehensive **design systems**, including **UI kits**, to optimize the agency's design workflow, reducing project completion time by over 60%.
- Automated the **design department** processes, improving overall efficiency and successfully onboarding and mentoring junior designers.

Lead UI Designer   Jul 2022– Mar 2024

In Front Marketing / Canada

- Spearheaded the redesign of the agency's website, resulting in improved **usability** and a modernized interface.
- Led **10+ projects** from research to final development, establishing design processes to ensure **cross-team collaboration** and **smooth development handoff**.

SKILLS & TOOLS

- **UX/UI Design**: Prototyping, Wireframing, User Research, User Testing, Personas, A/B Testing
- **Design Systems**: Style Guides, UI Kits, Component Libraries, Design System
- **Software**: Figma, Adobe XD
- **Web Development**: Proficient in WordPress (Elementor)
- **Languages**: Fluent in Spanish and English
- **Soft Skills**: Leadership, Teamwork, Problem-solving, Communication, Efficiency

EDUCATION & CERTIFICATIONS

- **Self-Taught**: Extensive learning through online courses, books, and real-world experience.
- Ongoing professional development focused on **UX/UI best practices**, **design systems**, and **user experience optimization**.

ACHIEVEMENTS

- Automated and optimized the **design process** for multiple agencies, leading to a **60% reduction in design time**.
- Created and implemented **conversion-focused design systems** that improved client **lead generation** and **website performance**.
- Successfully **mentored junior designers**, fostering growth and promoting knowledge-sharing across design teams.

ADDITIONAL INFORMATION

- Available for remote work and freelance opportunities.
- Passionate about **continuous learning** and staying at the forefront of **design trends**.