Sara Del Villar

Product Designer and Developer

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SUMMARY

Product designer and developer based in New York who designs and builds end-to-end products, creating designs that are built for human connection and fun. Background in film production and education. Shipping 0-to-1 products for small businesses and non-profits. Currently designing and building an EdTech app.

EXPERIENCE

Alterations by R.C.

Product Designer

Aug 2025 – Present

- Owned product strategy 0-to-1 for a digital work order management system and self-service kiosk, replacing a paper-based legacy system.
- Ideated a self-service kiosk aimed at cutting employee cognitive load by 50%; planned a rollout that introduced a paper-based version of the new workflow before digital implementation.
- Built and deployed the system and a self-service kiosk terminal on Vercel with Verifone payment integration; rolling out in the store in phases.

Web Designer

Jan – Apr 2023

- Redesigned site's appointment booking flow, reducing bounce rate by 50%, increasing in-store visits, and eliminating customer pricing questions.
- Validated navigation and layout changes with an unmoderated A/B test comparing the old site and new site before launch.
- Established a new visual identity and optimized the appointment booking flow using A/B tests, leading to a 20% increase in sales.

PROJECTS

HAKMIGO | Product Designer and Developer

Dec 2025 – Present

- Designed and built a gamified EdTech app for NYS Regents exam prep (React, Vite, Supabase, Claude API); MVP in beta with NYC teachers and students.
- Ran unmoderated research with teachers which led to the creation of Classroom Sessions, a live exam-prep feature that aggregates class-wide and individual comprehension data.
- Designed a modular character system of 12 illustrated states, each mapped to a stage of student progress.

VOLUNTEER

Yes M.I.S.S. | Brand Designer

May 2026

- Delivered updated brand guidelines and social media templates for a non-profit helping young women achieve academic success.

The Support Network | Web Designer

Aug 2025 – Jan 2026

- Restructured the referral request user flow based on design research, resulting in a 25% increase in task completion.

HACKATHONS

Metri (AIGA x Designpreneurs) | Product Designer

Oct 2026

- Conceptualized and built a sound-meter mobile app in Figma Make that measures noise levels and routes cases to a 311 complaint or neighbor mediation.

Nurtur (Google Gemini hackathon) | Product Designer

Feb 2026

- Led design for a voice-first AI food-sourcing agent for food deserts: voice search, fridge scanning and meal planning (Gemini API, Python/FastAPI, React).

COMPETENCIES

Design

Product Strategy • Brand Strategy • Service Design • Experience mapping • Mockups • Rapid prototyping • Motion Design • Systems thinking • Design Systems

Research

Usability testing • Design Audits • Unmoderated Interviews • A/B testing • Competitor analysis

TOOLS

Design

Figma • Adobe Creative Suite • Miro • Are.na

Build

Claude • Supabase • GitHub • Vercel • Next.js • JavaScript • Python • HTML/CSS

Research

Userberry • Hotjar

Management

Google Sheets/Workspace • Notion • Slack