

Craig Villamor

Passionate user experience leader with over a decade of experience in the design of Web and mobile user interfaces for consumer and enterprise products.

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Experience

Salesforce.com

Apr 2010 - Present | Director of Mobile User Experience

- Manage a team of user interface designers focused on building the world's best mobile business solutions for:
 - iPhone
 - iPad
 - BlackBerry
 - Android
 - Mobile Web
 - Desktop Clients
- Led the mobile design team in delivering Salesforce Chatter client applications across multiple platforms including iPhone, iPad, Android, Blackberry, Playbook and Adobe AIR (desktop).
- Provide product strategy and design direction for the entire suite of Salesforce.com mobile products.
- Evangelize mobile, tablet and touch user interface design across the organization

Dec 2007 - Apr 2010 | Senior Manager, User Interface Design

- Oversee design of the Salesforce.com Platform including the design of system administration, development tools, Outlook integration, analytics, mobile and desktop applications
- Aggressively hire and build a world-class design team
 - Grew team from 4 to 9 designers over 2 years
 - Developed a social media strategy for our recruitment efforts involving Twitter and corporate blog posts to help prospective candidates better understand our team, our processes and our culture
- Create an environment for my design team that rewards excellence

- Created a career ladder for the design team that clearly defined the expected responsibilities and desired behaviors for designers at each level from Associate to Lead
- Created a performance assessment process mapped directly to the design career ladder
- Conduct weekly 1:1 meetings with each member of my team to review designs and discuss career development
- Balance limited designer resources across a large number of product teams to maximize the contribution of each designer
- Work closely with a wide variety of stakeholders to ensure that designs are consistent and meet quality standards
- Represent the Salesforce.com User Experience Team at public events such as college recruiting efforts, industry events and conferences

Feb 2006 - Nov 2007 | Senior UI Designer

Drive the iterative design process for the Salesforce.com platform, including administrative tools, developer tools and business logic features such as workflow.

- Responsible for producing rich interactive prototypes for the purpose of usability testing and evaluation
- Work in a collaborative team environment (Agile) to produce user-centered designs within tight time lines
- Produce rich interactive prototypes (HTML, JavaScript, YUI Library, jQuery, CSS, Flex) for the purposes of usability testing and exploratory design
- Identify and document design patterns for the organization, its customers and third-party developers
- Utilize RITE usability testing to quickly discover and resolve design issues
- Created a rapid prototyping environment which streamlines the development of prototypes using standardized templates and interactive components

IronPort Systems

Apr 2005 - Mar 2006 | Lead Interaction Designer

Led the user interface design for IronPort's line of Internet security appliances.

- Work in a collaborative environment to design administrator and end-user interfaces for IronPort security appliances
- Led a complete re-design of the IronPort set-up wizard to reduce the total number of steps and improve the administrator's "out-of-box" experience
- Led the design effort for the IronPort Spam Quarantine, an end-user interface for reviewing messages marked as spam
- Developed design processes and standards for all IronPort interfaces

- Conducted user research including user interviews, focus groups and card sort exercises
- Facilitated collaborative design discussions within product teams
- Designed both low- and high-fidelity prototypes using HTML, JavaScript and CSS
- Produced interaction diagrams and design specifications for delivery to product teams

eBay

Nov 2003 - Mar 2005 | Senior User Experience Researcher

Provided user research and expert review to eBay product and design teams.

- Worked in highly collaborative design teams to evaluate and inform the iterative design process
- Offered actionable recommendations for the improvement of designs based on user research
- Developed research plans and conducted a variety of research including in-lab usability tests, field studies, expert reviews, heuristic evaluations, surveys and other research methods
- Participated in brainstorm sessions with UI Designers, User Researchers, Product Managers and Documentation
- Published a monthly user experience report which identified innovative product ideas and key areas of improvement in the overall eBay user experience
- Led the user research effort to streamline item listing, registration and checkout process flows on eBay
- Led the design and development of Intranet-based productivity tools to automate processes such as project tracking and reporting
- Participated in the design of an Intranet-based system to share best practices
- Represented the user experience team in regular project scoping meetings
- Contributed to a paper on online dispute resolution which leveraged user research conducted on eBay's dispute resolution process

Independent

Apr. 2003 - Nov. 2003 | Web Design Consultant

Provided information architecture, user experience research and user interface design and development services to small businesses and large corporate clients.

- Provided large corporate clients with design and research services including:

- Designed the information architecture of a large-scale knowledge management system for a large corporate client
- Created detailed wireframes and high-fidelity, interactive prototypes
- Performed heuristic evaluations of existing sites
- Analyzed user needs through client consultation, surveys, focus groups and user interviews
- Created usability test scripts
- Performed competitive benchmark analysis
- Provided small businesses with Web consulting services including:
 - Competitive analysis
 - Information architecture design
 - Wireframes
 - Web development (HTML, JavaScript, CSS)
 - Copy editing
 - Search engine optimization

Monster

Mar. 2001 - Mar. 2003 | Director of User Experience

Became part of Monster.com after a 2001 acquisition of HiringTools. Worked in cross-functional teams to design new and improve existing user interfaces , optimize process flows and improve the overall usability of Monster's products.

- Led the design effort to incorporate the HiringTools product into Monster's Office HQ employer suite
- Analyzed user research data to develop a prioritized list of usability issues based on severity and overall business goals
- Designed and prototyped an optimized job applicant process flow that reduced the number of required steps from over 20 pages to just 4, resulting in a nearly 300% increase in resume submissions
- Designed and prototyped an optimized resume posting process that reduced the required number of steps from 14 pages to just 4
- Led the design effort for a "Future of Monster.com" project which produced a prototype and executive presentation depicting a new method for matching job seekers and employers by leveraging shared content structures and providing "real-time" feedback to both job seekers and employers

HiringTools

Mar. 1999 - Mar. 2001 | Co-Founder, Director of User Experience

Successfully led user interface design, development and research to build a Web-based recruiting management system that was acquired by Monster.com in 2001.

- Led all user interface design, development and research for all HiringTools applications
- Designed and developed production user interfaces
- Designed and developed Writing Tuners which build paragraphs of text in real-time based on user selections
- Developed a scalable information architecture for managing over 2000 job descriptions along with their associated skills and interview questions
- Established HiringTools user interface standards
- Developed plans and conducted user research including field studies, interviews, competitive analysis and usability testing

Writings

[cvil.ly](#) - A design blog

Author: A personal blog focused on the mobile industry, design and software development processes as they relate to design.

2010 | [Touch Gesture Reference Guide](#)

Co-author: A unique set of resources for software designers and developers working on touch devices. Co-authored with Luke Wroblewski, illustrated by Dan Willis.

Jan 2011 | [Supersizing the Design Studio - balancedteam.org](#)

Conferences

2011 (scheduled, August) | Dreamforce - San Francisco, CA

Presenter: A Novice's Guide to Genius Mobile App Design

2010 | Agile UX Summit - San Francisco, CA & New York, NY

Participant: A collaborative discussion of best practices for User Experience professionals working in an Agile development environment

2010 | Dreamforce - San Francisco, CA

Presenter: Guest on Dreamforce Live, a streaming broadcast, discussing the future of mobile. [View](#)

2008 | CHI - Florence, Italy

Panelist: Extreme Usability: Adapting Research Approaches for Agile Development

2008 | CHIMIT - San Diego, CA

Panelist: Designing for complexity: New approaches to system administration UIs

2008 | Enterprise UI Summit - Aspen, CO

Participant: An active discussion of the changing environment of enterprise software, specifically in relation to social software and its potential impact on enterprise software.

Honors

2011 Mobile Product of the Year: TechWorld

Led the design team responsible for delivering Chatter Mobile to iOS, Android and Blackberry devices. Lead designer on Chatter for iPad.

[UX Power 500](#) - Top 50 (at time of original publication, July 2011)

A list of the 500 top opinion leaders in user experience as measured by Peer Index.

Honorable Mention, 2006 eBay Developer Challenge

Received for gumshoo.com, a side project, conceptualized and designed an eBay shopping service that helps eBay buyers shop more safely and efficiently.

Education

UC Santa Barbara

1997 | B.S. Environmental Studies, Natural Sciences Emphasis