

Phillip Joseph Villarreal

www.phillipjosephvisuals.com

PROFESSIONAL SUMMARY

UX Designer with over 10 years of experience architecting intuitive, human-centered digital solutions across enterprise environments. Expert at translating complex strategic concepts into scalable information architectures, wireframes, and interactive prototypes using Figma. Partners with executive stakeholders and cross-functional teams to deliver accessible, data-driven digital experiences compliant with Section 508/WCAG standards.

EXPERIENCE

Senior Experience Design & Communications Consultant

October 2025 – Present

FirstDay Foundation

San Antonio, TX

- Spearheaded UX audit, information architecture overhaul, and responsive redesign of SharePoint portals for 10+ affiliate organizations, optimizing user navigation and digital asset findability.
- Partnered with executive leadership and cross-functional stakeholders to translate complex product visions into intuitive digital workflows and strategic communication frameworks.
- Designed advanced data visualizations, interactive presentation frameworks, and informational layouts that synthesized complex operational data into clear, actionable insights for senior leaders and government officials.
- Championed human-centered design (HCD) principles across digital and print experiences, ensuring all enterprise assets conformed to modern usability standards and Section 508 accessibility guidelines.
- Managed a demanding pipeline of concurrent digital design projects, applying rapid iteration and sprint management to deliver production-ready UX solutions within accelerated timelines.

Strategy and Business Development (SBD) Specialist

December 2023 – October 2025

FirstDay Foundation

San Antonio, TX

- Built comprehensive layout systems, user-centric proposal frameworks, and structured compliance matrices using Figma, Adobe Illustrator, and InDesign to optimize document readability for evaluators.
- Coordinated cross-functional workflows and timeline mapping to synthesize technical inputs from multiple subject matter experts into cohesive, user-friendly submissions.
- Architected user journeys and graphic communication frameworks for executive-level presentations, corporate pitch decks, and leadership-facing interactive materials.

Graphic Designer and Marketing Lead

April 2021 – August 2023

VetsEZ

Norfolk, VA

- Engineered scalable user interfaces, technical workflow wireframes, and digital presentation graphics in collaboration with cross-functional teams using Figma and Adobe Illustrator.
- Standardized enterprise-level layout systems and component libraries to maintain visual consistency and accelerate multi-channel communication workflows.

Design Lead

January 2019 – April 2021

ProposalHelper

Herndon, VA

- Established and maintained centralized Figma component libraries and layout templates to accelerate cross-functional design-to-delivery workflows across 15+ concurrent projects.
- Collaborated with technical subject matter experts to map complex technical processes into digestible, user-focused visual systems and web layouts.

Graphics and Video Producer/Editor

September 2016 – May 2018

K12 Insight

Herndon, VA

- Designed educational and SaaS tutorial digital media, optimizing user onboarding and interface familiarity for web-based software products.
- Applied ADDIE instructional design frameworks and user behavior principles to map intuitive narrative structures, minimizing cognitive load for platform users.

Video Editor and Learning Development Designer

July 2015 – August 2018

Study.com

Mountain View, CA

- Developed high-volume, user-centered multimedia and interactive educational frameworks to enhance digital learner engagement and knowledge retention.
- Designed structured user flows and narrative paths to break down complex academic concepts into clear, accessible digital experiences.

FEATURED PROJECTS

scribe85.com

Creator | Product Designer | Front-End Developer

- Independently designed and developed a zero-to-one, browser-based writing workspace.
- Implemented markdown formatting, fluid UX principles, and single-file browser functionality
- Engineered custom dark-surface UI token systems in CSS/JS, optimizing typographic hierarchy, line-height dynamics, and high-contrast accessibility
- Implemented both local storage and Google cloud storage auto-save state indicators and custom event listeners to ensure seamless client-side performance without external dependencies

EDUCATION

The University of Maryland - Baltimore County

Baltimore, Maryland

B.A. Visual Arts. 2025 - Present

The University of Texas - Austin

Austin, Texas

B.S. Communication Studies. 2008 - 2013

CERTIFICATIONS

- User Experience Design Fundamentals - IBM
- Enterprise Design Thinking Practitioner - IBM
- Instructional Designer Learning Path - LinkedIn

SKILLS

- **UX/UI Design:** Wireframing, Low/High-Fidelity Prototyping, Information Architecture (IA), User Journey Mapping, Interaction Design, Responsive Design, Design Systems, Accessibility (Section 508/WCAG)
- **User Research:** Usability Testing, UX Audits, Persona Development, Heuristic Evaluation
- **Software & Tools:** Figma, Adobe Creative Suite (Illustrator, Photoshop, InDesign, After Effects, Premiere), SharePoint, WordPress, Office 365, Articulate Storyline, HootSuite