

# PIERRE A VILLANUEVA

Los Angeles, CA · [310] 993-8326 · [www.slicedavocado.com](http://www.slicedavocado.com)

## PROFESSIONAL SUMMARY

Senior Product Designer with 7+ years of experience building SaaS & mobile products, including 0→1 ownership of a production hypertrophy training platform. Deep domain expertise in fitness & performance workflows, with a proven ability to translate coaching methodology & training science into scalable, intuitive software. Expert in Figma, user research, & cross-functional product delivery across design, engineering, & product.

## CORE SKILLS

Product Strategy · User Research · UX Architecture · Interaction Design · Design Systems · Prototyping · Information Architecture · Systems Thinking · Figma · Adobe Creative Suite · Responsive Web Design · HTML / CSS · Native iOS (Swift) · Agile / Scrum

## PROFESSIONAL EXPERIENCE

### If Let LLC — Founder / Product Designer & iOS Developer

Apr 2024–Present

<https://www.gainzandgainz.com>

- Designed & built Gainz + Gainz from concept to production as a true 0→1 product, owning product strategy, UX architecture, visual design, design system, native iOS engineering, QA, and App Store launch.
- Translated hypertrophy science and coaching workflows into intuitive planning, logging, progression, and analytics systems.
- Designed core UX systems: onboarding, training plan construction, workout execution, progression logic, performance tracking, & subscription flows.
- Built & maintained a scalable design system in Figma and in code.
- Conducted continuous user research with athletes and coaches to improve onboarding, adherence, and retention.

### Phonecheck, LLC — Product Designer

Oct 2021 – Apr 2024

<https://www.phonecheck.com>

- Led end-to-end UX & UI design across desktop, mobile, and cloud interfaces.
- Owned discovery, user research, information architecture, wireframes, high-fidelity UI, & developer handoff.
- Designed mission-critical workflows reducing operator error and training time.
- Built a component-driven design system in Figma.

### BusyLoading, Inc — Product Designer

Feb 2015 – Dec 2018

- Led product & UX design for Paar, a peer-to-peer social learning platform.
- Conducted user research and field studies to validate behavioral models & refine engagement flows.
- Designed end-to-end mobile UX & interaction models.

## OTHER EXPERIENCE

### Sole Proprietor— Product Designer & iOS Developer

Designed & shipped multiple native iOS apps in fitness and medical domains.

### Belly Buds, LLC — Contract UX/UI Designer

Redesigned VoiceShare 2.0 user experience and UI.

### FastFit360° — Contract Product Designer

Led UX & prototyping for a SaaS chat-based project management tool.

### Edlio — Contract UX/UI Designer

Designed white-label mobile templates & reusable UX processes.

## EDUCATION

### B.S., Industrial Design

ArtCenter College of Design — Pasadena, CA