

Marissa Villano

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SUMMARY

Human-Computer Interaction and User Experience master's graduate with over four years translating user and business needs into delivered change. Ran an independent interview study end to end, from recruiting and moderation through open coding and prioritized design recommendations, alongside workflow mapping and cross-functional facilitation across large stakeholder groups. Spent a year observing an in-house UX team with monthly mentorship. Authorized to work in Spain.

UX RESEARCH PROJECTS

Inclusive Design Research: Adults with ADHD and Online Learning Platforms | HCI/UX Capstone, January to June 2024 Drexel University

- Designed and executed an independent qualitative study on how interface design shapes online learning for adults with ADHD, addressing a documented gap in UX research
- Recruited and moderated in-depth interviews with seven participants, owning study design and analysis end to end, and synthesized findings through open coding and affinity mapping in Dovetail
- Translated results into eight inclusive design considerations, each paired with concrete examples of the resulting interface behavior

B(AI)LAR: AI-Assisted Skill Assessment Prototype | Interaction Design, solo, April to June 2024 Drexel University

- Defined the problem space across three studio enrollment models, translating it into functional and non-functional requirements and a conceptual model for a camera-based interface
- Built the end-to-end flow in Figma and a wizard-of-oz video prototype with pose-detection footage, specifying real-time feedback, camera permission, and body-framing states for users performing physical movement
- Addressed training-data bias, consent, and recommendation transparency as design constraints, and evaluated the prototype for latency, contrast, and feedback-visibility failures

Research and Experiment Planning | UX Research Methods; Designing with Data Drexel University

- Co-developed an A/B test plan defining hypotheses, test cells, primary and secondary metrics, 10% exposure sampling, a six-month longitudinal window, and t-test analysis, with novelty effect and change aversion identified as risks
- Co-authored a mixed-method proposal pairing a 1,000-participant survey with task observation and a week-long diary study, covering recruitment, sampling, consent, and observer bias

PROFESSIONAL EXPERIENCE

Prudential Financial

Project Management Analyst

Project Management Associate

Project Management Intern

Dresher, PA

November 2021 to August 2024

June 2020 to November 2021

May 2019 to August 2019

- Oversaw the Acquisition Transformation portfolio of 51 initiatives across 20 initiative owners, moving \$3.7M in net recurring benefit to executed or realized status, \$1.3M favorable to plan commitment
- Reviewed 60+ initiatives for an operational readiness self-service capability, consulting with initiative owners to surface gaps and establish reusable guidance and best practices
- Launched 40+ service platform capabilities on an agile solution train, identifying the operational needs of nearly 30 teams under short turnaround and adapting the readiness process as scope and timelines shifted
- Recovered an at-risk transition affecting 6 business units and 1,500+ users, replacing a manual folder-based process with a single mailing tool and restructuring coordination to prevent delay
- Mapped current and future state workflows in Visio and PowerPoint, aligning stakeholders on how proposed changes would affect daily work and where handoffs would break
- Supported user acceptance testing for a system launch, contributing to test criteria, observing users work through the new interface, and logging defects

NALCAP

North American Language and Culture Assistant

Vélez-Málaga and Madrid, Spain

October 2024 to May 2026

- Designed and delivered language and culture instruction to roughly 200 students per year across all ESO levels, developing all instructional materials independently and iterating on observed engagement and direct feedback
- Collaborated with educators across five subject areas at a bilingual school, including biology, history, mathematics, and philosophy, adapting instruction to each domain and aligning with department leadership on objectives

EDUCATION

Drexel University

Master of Science in Information, Human-Computer Interaction and User Experience Design

Relevant coursework: UX Research Methods; Designing with Data; Prototyping the User Experience; Storytelling; Human-Computer Interaction

Philadelphia, PA

June 2024

Villanova University

Bachelor of Arts, Economics and Spanish Language and Literature, magna cum laude

Villanova, PA

May 2020

SKILLS

Research and analysis: in-depth interviews, survey and diary design, task observation, usability and acceptance testing, experiment design, open coding, affinity mapping

Tools and other: Dovetail, Figma, Visio, Microsoft Office; human-centered and inclusive design; Lean Six Sigma Yellow Belt; Spanish (B2)