KIM CALDERONE

UX + UI DESIGNER

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Los Angeles, CA

SKILLS

Research
Heuristic Evaluation
User Interviews
C&C Analysis
Card Sorting

Ideation
Persona Development
User Flows
Information Architecture
Wireframing

Prototyping
Interaction Design
App Design
Responsive Web Design
User Interface Design
Usability Testing

Visual Design
Typography
Illustration
Sketching

TOOLS

Invision   Marvel   POPapp

Axure   Sketch   Illustrator

Photoshop   Indesign

ABOUT ME

With a professional background in Graphic Design and User Experience Design, I bring an aesthetically driven and human-centered perspective to every project. I am passionate about creating elegant & thoughtful solutions that users enjoy, no matter the medium.

EXPERIENCE

UX Design Immersive Studies | General Assembly, 2016

Completed a full-time, 500+ hour study creating user-centered solutions for real world projects using UX methodologies. Projects include:

• Get Stoked! - Responsive web design, logo design, & feature integration for the Santa Monica-based swim instruction company.

• Business & Pleasure - Mobile app concept for frequent business travelers who have little free time to spend on hotel inconveniences.

• Marbles The Brain Store - Responsive web design concept that brings the brick & mortar customer service to the company's online shopping experience.

Graphic Designer | Fossil Group, 2013-2016

• Designed materials for campaigns, advertisements, and special events across North and South America.

• Developed & tested new processes and best practices guides, which were all eventually adopted by our main corporate office.

Visual Designer | Freelance, 2012-2016

• Designed digital & print materials for clients from concept to completion, iterating the designs based on feedback every step of the way.

Art Coordinator | University Press of Florida, 2011-2013

• Primary director of artwork; editing images, designed book covers, typeset text, and prepared book files for print.

• Streamlined the efficiency of processing images by adopting an assembly line work process and by increasing usability of image schedule chart.

EDUCATION

University of Florida | BFA - Digital Media, 2013