

Kimberly Gail Loseñara

📍 Sacramento, CA

Digital Product Designer & Lettering Artist

I want to solve problems using intellect, intuition, and heart. I'm an inclusive design advocate, type lover, and regular concert goer.

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Skills & Design Chops

UI Design
UX Research & Testing
Wireframing
Mockups & Prototyping
Branding & Identity
Layout Design
Typography
Hand Lettering
HTML/CSS
Javascript (Basic), jQuery
Git/GitHub
Trilingual (English,
Tagalog, French)

Tools of the Trade

Adobe Creative Suite
– InDesign, Illustrator, Photoshop
Sketch, Figma
Marvel, InVision
VSCode

Education

Bloc

Online | 02/2018–present
UX/UI Design Apprenticeship

Whitespace

San Francisco, CA | 11–12/2016
Six-week product design course

University of California, Davis

Davis, CA | 04/2010–06/2014
Bachelor of Arts in Design

Narrative Environments and Exhibition Design

United Kingdom | 07/2014
Study Abroad

Notable Projects

Crue • Cloud organization web app that aims to improve productivity by organizing your files, saving links, and integrating apps you regularly use onto one platform

BusyBus • Bus transit mobile app focused on providing real-time data to help people plan commutes

All Together • Event planning mobile app that helps hosts with event planning, task delegation and communicating with guests

Relevant Work Experience

Freelance Designer 01/2017–present

Be Wilder Creative | Northern CA

- Co-founded a freelance studio designing brand identities and websites for small businesses and organizations

Graphic Designer, PDF Accessibility Expert ... 08/2015–12/2017

Transcend Translations | Davis, CA

- Developed a unified set of legal icons that we launched at a workshop for the 2nd Annual SRLN (Self-Represented Litigation Network) Conference 2018 in San Francisco
- Designed print materials in plain language style, focusing on accessibility and readability for the public in various languages
- Created accessible PDFs to meet PDF/UA standards (i.e., proper tagging, alternate text, intuitive reading order)

Lead Graphic Designer 10/2013–07/2015

Previously: Design Assistant (2014), Sales Assistant (2013)

OneBellaCasa, LLC | Benicia, CA

- Developed the layout, organization, and overall look and feel of quarterly product catalogs sent out to buyers
- Created on-trend artwork and illustrations for throw pillows, tote bags, shower curtains and duvet covers
- Assisted in the art direction of product and lifestyle photo shoots