

KELLI BORGONIA, PRODUCT DESIGNER

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EXPERIENCE

Owner & UX/UI Designer

Purely Functional, 2011 - Present | Seattle, WA

Runs a three-person remote development team in building websites, web applications, and mobile apps. Serves as the main point of contact for all client deliverables. Designs all user flows, prototypes, and high-fidelity layouts, and translates them to fully responsive custom code and styles. Conducts business analyses in order to update existing systems to more efficient content management workflows.

- **Hazel Analytics**, designed and built the marketing website for a Seattle-based SaaS company. Created graphics, custom CSS animations and fully responsive layouts. (<https://hazelanalytics.com>)
- **Root + STEM**, designed a fully responsive web application and built an interactive, living data visualization of Hawaii STEM resources. (<https://www.rootandstem.org/map>)

Product Owner & UX/UI Designer

AirshipCMS, 2013 - Present | Seattle, WA

Manages the overall product, design, and development for all features related to the AirshipCMS SaaS content management system and web deployment platform. Established a design system for the online content management portal and open source modules, designed and built the marketing website, and created and tested user flows for developer tooling, eCommerce, authentication, and content management. Currently managing relationships with 18 clients using the platform. (<https://airshipcms.io>)

UX/UI Designer

Extreme Arts & Sciences, 2018 - 2019 | Seattle, WA

Designed and coded fully responsive layouts for various small-scale websites to enterprise-scale web applications. Worked on client projects that required close contact with the development team in order to understand backend constraints and be able to create wireframes that could be built to spec efficiently.

- **Loyalty Program**, served as Product Owner and Information Architect for the four-month ideation & planning phase of a loyalty points program targeted at a niche market in the finance industry. Pitched the project to the C-level team of a Credit Union.
- **Credit Union Website**, served as an interim Account Manager and Project Manager for the initial six weeks of a corporate-scale web project. Produced wireframes and built fully responsive layouts compatible with the credit union's content management system.

SKILLS

Visual Design

User Interface Design
Mobile App Design
Responsive Web Design
Illustration
Character Design
Game UI Design

Tools: Illustrator, Sketch, InVision, Photoshop, Animate, Adobe Draw

User Experience

Wireframing
Paper Prototyping
Interactive Prototyping
User Flows
User Personas
Test Group Moderation
Information Architecture

Tools: Sketch, InVision, Currently learning Zeplin & Principle.

Interaction / Development

HTML5
SCSS/CSS
CSS Animation
CSS Frameworks (Foundation, Bootstrap, Bulma, Semantic UI, etc)
Handlebars
Basic Gulp/Node Workflows

Tools: Github, VS Code, iTerm, Chrome, Codepen.io

EXPERIENCE

- **Sales Playbook**, designed a new interface and information architecture for an enterprise company's sales team playbook, in order to suggest improved UX for users of varying product and management levels.
- **Launch**, designed a team-building game and accompanying web app that is currently being used as an instructional tool for training seminars. Conducted extensive user test sessions and led rapid development sprints in order to ensure effective game mechanics and a balanced game economy. (<https://launch-game.airshipcms.io/>)
- **Matchmaking**, designed a web application for conference attendees to find others with similar interests and schedule one-on-one meetings. Worked closely with the backend developer to ensure that designs could be built to spec within a constrained time frame.

Web Designer & Guest Instructor

DevLeague, 2013 - 2015 | Honolulu, HI

Served as a design mentor and guest instructor for DevLeague, Hawaii's first and only full-stack programming bootcamp. Created curriculum that challenged students to use both older layout techniques and newer styling methodologies for the following topics: responsive web architecture, SCSS, and grid systems.

UX/UI Designer

Sudokrew Solutions, 2013 - 2014 | Honolulu, HI

Contracted as a website and web application designer for this Hawaii-based full-stack software development company.

- **High-End Car Leasing Company**, created detailed user flows and designed interactive prototypes for all product states for the sales tool, consumer-facing eCommerce platform, and admin management interface.
- **Comprendio**, designed a new UI for a system of dynamic infographics for a mind-mapping / education web platform.

Game Designer, Curriculum Developer, & Instructor

Goma Games, 2011 - 2015 | Honolulu, HI

Led a small game development team in creating both digital and analog games that teach leadership, game development, and programming skills to a K-12 audience. Created STEM curriculum and conducted game development workshops that emphasize typing and programming skills over the use of drag-and-drop GUI software. (<https://gomagames.com>)

- **STEM Projects**, created an open-source archive of game development tutorials and resources. (<https://stem.gomagames.com>)
- **La Pietra Summer Tech Program**, developed the curriculum for and instructed a summer tech series in game development, illustration, design, programming over the course of four years.
- **Global Game Jam**, organized the Hawaii site for the International Global Game Jam Hackathon for four consecutive years.

SKILLS

Product & Project Management

Strategic Planning
Feature Roadmapping
Client Management
User Acceptance Testing
Kanban, Agile Workflows
Issue Creation & Tracking
Technical Writing

Tools: Github Projects, Basecamp, Jira, Asana, Trello

AWARDS

Best Overall

VoterTab
Civic Hackathon, 2019

Best Overall

SafeWord
AngelHack Hackathon, 2017

Popularity Prize

Unicorns vs Dragons
Node Knockout, 2016

Best Overall

Micro Manager
AT&T Hackathon, 2016

EDUCATION

University of Hawaii

BBA Marketing, 2009
BFA Graphic Design, 2009

- Full-tuition scholarship
- Honored as top Graphic Design student

Mililani High School

2004

- Valedictorian
- Editor-in-Chief of *The Trojan Times*