

Kimberley Johnson

📍 Pearland, Texas (Open to Relocation)

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SKILLS

UX Design & Research:

User Research, Usability Testing, Interaction Design, Information Architecture, Design Thinking, UX Analytics, Prototyping, Low-Fidelity and High-Fidelity Wireframes, Customer Journey Mapping

Web Design & Development:

Web Design, Responsive Design, Front-End Development (HTML5, CSS3, JavaScript, Git, Bootstrap)

Software & Tools:

Adobe Creative Cloud, Figma, Sketch, Axure, Video Editing

Content Management Systems:

WordPress, Volusion, Joomla

Assistive Technology & Accessibility:

JAWS, NVDA, VoiceOver, Accessibility

EDUCATION

Kent State University

Master of Science

User Experience Design

Aug 23 – Present

EXPERIENCES

May 22
Present

Retail Sales Associate & UX Designer Enthusiast

PetSmart | *Pearland, TX*

- Conducted user research using qualitative methods such as interviews and contextual inquiries to gather insights from diverse participants and inform UX design decisions
- Designed and prototyped a time request app, utilizing user feedback, iterative testing, low-fidelity and high-fidelity wireframes, and rapid prototyping to enhance usability and functionality.
- Facilitated user testing sessions, including heuristic evaluations, to validate design concepts and improve the overall user experience based on direct feedback
- Skilled in maintaining a professional and empathetic demeanor while delivering excellent customer service to pet owners, understanding their concerns, and providing appropriate solutions.

Oct 17
July 19

Social Media Coordinator & Jr. Web Designer

Farouk Systems | *Houston, TX*

- Led the pathway to create engaging videos, graphics, and advertisements for CHI, BioSilk, and Farouk haircare products
- Designed storyboards and visual layouts to prepare for the production and web team
- Collaborated with graphic designers, marketers, and production team to execute social media campaigns for retail brands such as ULTA, Target, and HSN
- Managed e-commerce website integration via WooCommerce & WordPress, while enhancing customer interaction and response rates on social media

July 16
Oct 17

Web Designer

Sprinkler Warehouse | *Houston, TX*

- Managed Volusion and Magento CMS websites, overseeing content updates, site maintenance, and user engagement.
- Photographed and edited product images to enhance visual appeal and drive customer interest.
- Designed and executed custom email marketing campaigns and promotional graphics to boost engagement and conversion.
- Produced motion graphics and videos with Adobe After Effects and Premiere Pro, creating compelling and engaging content.
- Increased YouTube channel subscribers by 400 in 9 months through strategic content creation and audience engagement.