

## **KIMBERLEY JOHNSON | UX DESIGNER | PEARLAND, TEXAS**

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### **PetSmart | Retail Sales Associate & UX Designer Enthusiast | Pearland, Texas**

*May 2022 - Present*

- Conducted user research using qualitative methods such as interviews to gather insights from diverse participants and inform UX design decisions.
- Designed and prototyped a time request app, utilizing user feedback and iterative testing to enhance usability and functionality.
- Facilitated user testing sessions 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.
- Efficiently manages inventory by promptly restocking items to ensure shelves are well-stocked and visually appealing

### **Farouk Systems | Social Media Coordinator & Jr. Web Designer | Houston, TX**

*October 2017 - July 2019*

- Spearheaded 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
- Responded to customers and comments promptly while increasing response rate and ratings on social media accounts
- Maintained and updated e-Commerce website integration through WooCommerce & WordPress

### **Sprinkler Warehouse | Web Designer | Houston, TX**

*May 2016 - October 2017*

- Managed a Volusion & Magento CMS website
- Photograph and edited photos for product photography
- Designed custom email marketing campaigns and created promotional graphics
- Produced motion graphics and videos in Adobe After Effects & Premiere Pro
- Increased subscriber base on the company's YouTube channel by 400 subs in 9 months

### **ClickGrafX Creative | Web & Interactive Designer | Houston, TX**

*July 2013 - July 2014*

- Created custom templates for medical professionals, authors, and small business owners
- Edited, designed, and maintained websites utilizing WordPress CMS
- Facilitated training support for clients to individually manage their websites
- Conducted usability testing in cross-platforms
- Organized navigational structure for content management

## **Coley & Associates | eLearning Developer | San Antonio, TX**

*June 2012 - May 2013*

- Educated Disabled Veterans and people with disabilities to help them cope with their life situations through accessible interactive content
- Designed and developed interactions using ActionScript 3.0 in Flex Framework
- Tested web applications using JAWS and NVDA for accessibility, ensuring Section 508 compliance
- Added close captioning to eLearning Courses and recorded voice-overs

## **NEXT Financial Group, Inc, & 4WARD Financial Marketing**

### **Web Developer and Web & Graphic Designer | Houston, TX**

*September 2010 - June 2012*

- Edited, published, and modified company websites using HTML, CSS, XML, JavaScript, and PHP in the Joomla Content Management System
- Liaised with company executives regarding Project Management updates
- Designed custom templates in Adobe Illustrator and converted them to fillable PDFs
- Captured and edited photographs for company events, websites, and marketing campaigns
- Added keywords, alt tags, and rich media content to client websites for Search Engine Optimization

## **Education**

### **Kent State University**

*Master of Science in User Experience Design*

*August 2023 - Present*

### **The Art Institute of Houston**

*Bachelor of Fine Arts in Interactive Media Design*

*June 2010*

### **The University of Texas at Austin**

*Certificate, The Houston Coding Boot Camp – Full Stack Flex Program*

*August 2017*

## **Skills**

UX Design, Web Design & Development, Responsive Design, Accessibility, Video Editing

**Web Languages:** *HTML5, CSS3, JavaScript, Git, Bootstrap*

**Software:** *Adobe Creative Cloud, Figma, Sketch, Axure*

**Content Management Systems:** *WordPress, Volusion, Joomla*

**Assistive Technology:** *JAWS, NVDA, VoiceOver*