KIMBERLEY JOHNSON | UX DESIGNER | PEARLAND, TEXAS
281-813-4128 | kimjaydot@gmail.com | www.kimjaydot.com | kimberley-johnson

Experience

PetSmart | Retail Sales Associate & UX Designer Enthusiast | Pearland, Texas
May 2022 - Present
- 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.
- 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 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.

ClickGrafx Creative | Web & Interactive Designer | Houston, TX
July 2013 - July 2014
- Developed custom web templates for medical professionals, authors, and small business owners, ensuring a user-centered design approach tailored to each client's audience.
- Designed, edited, and maintained websites using WordPress CMS, focusing on responsive design and seamless user experience across devices.
- Provided client training to empower users to manage their websites independently, emphasizing intuitive content management and user-friendly interfaces.
- Conducted cross-platform usability testing to ensure consistent and accessible user experiences across various devices and browsers.
- Structured and optimized website navigation and information architecture for improved content discovery and efficient 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
- Created and implemented instructional design materials, developing accessible content and interactive learning experiences for diverse audiences.

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

Skills
UX Design & Research: User Research, Usability Testing, Interaction Design, Information Architecture, Design Thinking, UX Analytics, Prototyping, 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