

# KIM NELLANS

PRODUCT DESIGNER

## CONTACT

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## SKILLS

### // DESIGN

User Interface Design, User Experience Design, Responsive Web Design, Interaction Design, User-Centered Design, Rapid Prototyping, Design Systems, Micro-animations, Brand Identity, UX Writing

### // RESEARCH & ANALYSIS

User Research, Competitive Analysis, Usability Testing, User Personas, Experience Strategy

### // FRONT-END DEVELOPMENT

Proficient in HTML5, CSS3, and JavaScript (ES6+)

### // TOOLS

### DESIGN & PROTOTYPING

Figma, Adobe Creative Suite (Illustrator, Photoshop, XD, After Effects), Sketch, InVision, Protopie.

### DEVELOPMENT & CMS

VS Code, Replit, CoedPen, WordPress, Squarespace 7.1

### VERSION CONTROL

## SUMMARY

Dedicated Product Designer with expertise in crafting user-centric digital experiences for mobile and native apps. Proficient in design systems, graphic design, and front-end development, ensuring seamless project delivery. Combines a strong visual arts foundation with a commitment to meeting user needs and expectations in diverse digital landscapes.

## PROJECTS

**LOCAVORE:** Mobile app connecting users to local, sustainable food sources for mindful eating.

**YUJ:** Location-based app linking yoga enthusiasts to community wellness activities.

**GREEN YOGINI:** Eco-conscious e-commerce app enhancing shopping for yoga enthusiasts, emphasizing wellness and sustainability.

## EXPERIENCE

### FOUNDER & PRINCIPAL DESIGNER | TINY ZEN STUDIO | 2019-PRESENT

- Designs and develops responsive websites tailored to the needs of heart-centric small business owners in the wellness niche.
- Delivers end-to-end UI/UX design and front-end development for cohesive web projects.
- Executes a user-centric design process, from research and wireframing to final implementation.
- Manages the entire design process, aligning with client goals and delivering custom UX/UI solutions.

### SOCIAL SERVICES | LEVEL UP SOLUTIONS | 2010-2018

- Led custom training for 30+ clients, using user-centric methods to boost independence by 20%.
- Coordinated and executed community events, enhancing client engagement and experience.
- Managed crisis effectively, ensuring a stable and progressive environment for client development.

### SENIOR STORE MANAGER | TULLY'S COFFEE COMPANY | 1999-2009

- Managed multiple high performing teams of 15+ members in a fast-paced high-pressure retail coffee environment.
- Worked on cross-functional teams, from vendors to senior management, to meet brand objectives.

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Git, GitHub

## MULTIMEDIA

Digital Photography, Editing  
(Lightroom), Video Editing (Final Cut  
Pro)

## EDUCATION

### BACHELOR'S DEGREE

Outdoor Education  
Prescott College, Prescott, AZ  
2013-2014

### STUDIES IN GRAPHIC DESIGN

University of Washington, Seattle,  
WA  
1991-1994

## EXPERIENCE *continued*

- Led community and brand engagement, enhancing brand visibility and loyalty.
- Achieved 15% cost savings through strategic inventory management.
- Cultivated a team-focused culture, cutting turnover by 30%.

## PROFESSIONAL DEVELOPMENT

FIGMA VARIABLES WITH NAVEN SCOTT Maven	2023
LEVEL UP WITH FIGMA WITH JOEY BANKS Maven	2023
DESIGN SYSTEMS WITH MOLLY HELLMUTH Maven	2023
UX/ UI DESIGN Career Foundry	2022-2023
DOCUMENTARY, STREET PHOTOGRAPHY & PHOTOJOURNALISM Los Angeles Center of Photography	2014
FRONT END WEB DEVELOPMENT Santa Monica College	2012