

Kimberly Gail Loseñara

📍 SACRAMENTO, CA

Senior Designer

I'm an inclusive design advocate, type lover, and community organizer who solves problems using intellect, intuition, and heart.

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Design chops

Branding & Identity
Layout Design
Typography
Hand Lettering

UI Design
UX Research
Usability Testing
Wireframing
Mockups & Prototyping

HTML/CSS
Javascript (Basic)
GitHub

Tools

Adobe Creative Suite
– InDesign, Illustrator,
Photoshop, AfterEffects
Figma, FigJam
Marvel, InVision
VSCode

Education

University of California, Davis
Davis, CA | 04/2010–06/2014
Bachelor of Arts in Design
(Visual Communication)

Whitespace

San Francisco, CA | 11–12/2016
Six-week product design course

Bloc.io

Online | 02/2018–02/2019
UX/UI Design Program

Recent experience

Visual Designer 12/2021–present

[California Office of Data & Innovation](#) | Remote CA

- Collaborate with the product team to develop the California Design System to elevate and unify the user experience of state websites to be as accessible, readable, usable, and performant as possible
- Contribute to the visual design style guide and web component design and documentation for the California Design System
- Develop visual communication assets (illustrations, icons, data visualization and UI) on various projects
- Redesign ODI's website to represent the value and capacity of the growing team, support recruitment, and build a case for an increased organizational budget

Designer 05/2019–12/2021

[Education Training Research \(ETR\)](#) | Remote CA

- Design evidence-based educational materials, logos & simple brand guides, and social media graphics for tobacco prevention organizations across California
- Mockup and implement landing page designs with HTML/CSS
- Develop short animated videos to tell a story of the impact of grant funding on organizations and communities

Freelance Designer 01/2017–04/2019

[Be Wilder Creative](#) | Northern CA

Co-founded a freelance studio designing brand identities, websites, and social media graphics for businesses and organizations

Graphic Designer, PDF Accessibility Expert 08/2015–12/2017

[Transcend Translations](#) | Davis, CA

- Designed print materials in plain language style, focusing on accessibility and readability for the public in numerous languages
- Remediated government and healthcare PDFs for digital accessibility for screen reader users
- Collaborated with designers and translation experts to develop a legal icons set used in state courts nationwide that were presented at two conferences: SRLN (Self-Represented Litigation Network) Conference 2018, LSC Innovation in Tech Conference 2019

References available upon request.