

Kimberly Gail Losenara

Visual Designer (UX/UI) • Lettering Artist • Former Navy Brat

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Sacramento, CA

education

Bloc (Designer Track)

Online | February 2018-present
UX/UI design intensive and
apprenticeship program

Whitespace

San Francisco, CA | Nov-Dec 2016
6-week product design course:
"Ace the Design Challenge"

University of California, Davis

Davis, CA | 2010-2014
Bachelor of Arts in Design

Narrative Environments and Exhibition Design (UCD Summer Abroad Program)

United Kingdom | 2014
Immersion of graphic & environmental
design through the exploration of
York, Edinburg and London

skills & design chops

Branding & Identity
UX Research & Testing
UI Design
Prototyping
HTML and CSS
Typography
Hand lettering
Art Direction

tools of the trade

Adobe Creative Suite
– InDesign, Illustrator, Photoshop
Sketch, Figma (UI Design)
Marvel/InVision (Prototyping)
VSCode

languages

English – native/fluent
Tagalog – conversational
French – proficient

relevant work experience

Designer 2011–present

Be Wilder Creative (2017); kmbrlygl studio (2011-2016) | Northern CA

- Co-founded an all-women freelance design studio for small businesses and organizations, designing brand identities and websites.

Select
clients/
projects:

Please More Self Care (PMS) Crate - Web design and
product prototype developed at Hacking for Humanity

Reach 1600 Foundation - a non-profit SAT & College
Prep Program - Logo design and marketing materials
(2015-present)

North Ambition Collective - Holiday Card Lettering
Workshop (2015)

Graphic Designer 08/2015–12/2017

Transcend Translations | Davis, CA

- Developed a unified set of icons for the legal sector that we launched at a workshop the 2nd Annual Self-Represented Litigation Network (SRLN) Conference 2018.
- Designed print materials in plain language style, focusing on accessibility and readability for the public. I worked in various right-to-left and left-to-right languages, such as Chinese, Spanish, as well as Arabic and Farsi.
- Formatted translated text into a layout for print or web, determining proper Unicode fonts to use and arrangement of text for best legibility.
- Created accessible PDFs to meet PDF/UA standards (proper tagging, alternate text, intuitive reading order, etc).

Lead Graphic Designer 10/2013–07/2015

Previously: Sales Assistant (2013), Design Assistant (2014)

OneBellaCasa, LLC | Benicia, CA

- Developed the layout, organization, and overall look and feel of quarterly product catalogs.
- Created hand lettered artwork for throw pillows, tote bags, wall decor, shower curtains and duvet covers based on current design trends.
- Assisted in direction of product and lifestyle photo shoots.
- Prepared artwork files in the correct size and printing specifications for textile products.
- Produced sales collateral such as end-cap mockups and eye-catching sales sheets for buyers.

Graphic Design Intern 08-10/2013

Sacramento Press | Sacramento, CA

- Crafted various web and print projects from conception to completion. Projects include web banners, advertisements and fliers for local businesses such as Hoppy Brewing Company, Rune Inc., Bows & Arrows, Little Relics, Dawson's Palmaz Winery