

Kimberly Gail Losenara

📍 Sacramento, CA

UX/UI Designer • Lettering Artist • Former Navy Brat

I want to help solve problems with intellect, intuition, and heart. I'm an inclusive design advocate, type lover, and regular concert goer.

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skills & design chops

UX Research & Testing
UI Design
Mockups & Prototyping
Wireframing
HTML/CSS
Branding & Identity
Typography
Hand lettering
Trilingual (English, Tagalog, French)

tools of the trade

Adobe Creative Suite
– InDesign, Illustrator, Photoshop
Sketch, Figma
Marvel/InVision
VSCode

education

Bloc (Designer Track)

Online | 02/2018–present
UX/UI Design Apprenticeship

Whitespace

San Francisco, CA | 11–12/2016
Six-week Product Design Course

University of California, Davis

Davis, CA | 04/2010–06/2014
Bachelor of Arts in Design

Narrative Environments and Exhibition Design

United Kingdom | 07/2014
Study Abroad: Graphic & Exhibition Design

select projects

BusyBus (in the works) • a simple and intuitive bus transit app focused on providing real-time data to help people plan commutes.

All Together • an event planning app that helps bring people together in a fun, easy, and organized way.

relevant work experience

Freelance Designer 01/2017–present

Be Wilder Creative (2017) | Northern CA

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

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

Transcend Translations | Davis, CA

- Developed a unified set of legal icons that we launched at a workshop for 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 in various left-to-right and right-to-left languages.
- Created accessible PDFs to meet PDF/UA standards (i.e., proper tagging, alternate text, intuitive reading order)

Lead Graphic Designer 10/2013–07/2015

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

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, shower curtains and duvet covers based on current design trends
- Assisted in art direction of product and lifestyle photo shoots

volunteer

Judge (Digital Apps and Microsites category) for the 2018 ClearMark Awards by The Center for Plain Language

Organizer of Sac Desco (Design Collective), a design learning community based in Sacramento, CA