Kimberley Pita

Systems Design Engineering, 3A
University of Waterloo
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Creative, systems-oriented designer with a passion for understanding users, tackling tough problems, and working with diverse teams.

SKILLS

UX/UI Design Iterative design
Prototyping | Figma | InVision
Responsive/mobile design
Personas | Sprint | Workshops

User Research User interviews
Usability tests | Concept tests
Heuristic evaluations | Data analysis
Synthesis | Decks/presentations

Dev HTML | CSS | JS | Agile | Git

PROJECTS

Website Design   2020
Designed and built fully responsive personal site, including sketching, wireframing in Figma, and coding in HTML/CSS/JS: kmpit.github.io

What-to-Plan   2017
Using surveys, iterative design, and 3D printing, created system to address students' time management needs and pain points.

ACHIEVEMENTS

#1 Class Rank, Dean's Honours
2017-present, Systems Design '22

President, UM A Cappella
Jan-Dec 2019

EXPERIENCE

DevOps + QA Lead | Avidbots   KITCHENER | JAN-APR 2020

- Coordinated interdisciplinary team to resolve bugs, identify UX issues, conduct design reviews, and manage deadlines through acute attention to detail and time management
- Improved developer experience: simplified 22-step setup process to only 8 steps, sped unit tests by >200%, enhanced documentation
- Took initiative to lead 2-week Agile sprint as scrum master

UX Research | PlanGrid   SAN FRANCISCO | MAY-AUG 2019

- Uncovered new opportunities in the construction space at head of exploratory study leveraging expert interviews, quantitative analysis (Looker), and 30+ secondary sources
- Identified optimal design alternatives via concept tests with 16 industry users, collaborating closely with product and design
- Promoted accessible design with practical new checklist system, informed by cognitive walkthrough/audit and internal interviews
- Facilitated onboarding and communication with deck mapping use cases, origins, and interrelations of sub-products within the app

UX Research | CIBC Digital   TORONTO | SEP-DEC 2019

- Improved understanding and completion of complex new banking flows with recommendations synthesized from user testing
- Defined focus areas and directed solutions for sprints and long-term initiatives through exploratory and conceptual research
- Led 600-participant study from methodology selection to delivery of findings, resulting in VP buying in to new initiaitve
- Championed user needs to executives and cross-functional team members through dynamic sprint workshops and presentations

Training Development | Enable   TORONTO | JAN-APR 2018

- Created interactive courseware for 3 post-secondary electronics courses, using HTML/CSS to streamline UX, highlight client brands