



TASHA H KIM

User Interface Designer

🌐 tashakdesign.com

✉ tashakdesign@gmail.com

in linkedin.com/in/tashahkim/

SKILLS

Competitor Research
User Research
User Personas
Storyboard Sketching
User Flow Diagrams
UI Wireframing
Prototyping
Usability Testing
A/B & Preference Testing
Responsive Web Design
Brand/ Style Guides
Graphic/ Visual Design
Moodboards
Typography
Icon Design

TOOLS

Sketch
XD
Figma
InVision
Marvel
Balsamiq
Illustrator
Photoshop
InDesign
UsabilityHub

EDUCATION

CareerFoundry

- ◆ Front-end Specialization
Present - Jan 2021
- ◆ UI Design Immersion
Certificate - Nov 2020

General Assembly

UX/ UI Bootcamp
Certificate - 2019

Art Center College of Design

Graphics & Packaging
Bachelor of Fine Arts

The Art Institute of Houston

Visual Communications
Associates Degree

UI Designer with over 10 years of graphic design experience, skilled in problem-solving and empathizing around user needs for clients like NOKIA, DELL, and MICROSOFT. Seeking a positive company-cultured environment where I can design my pixel magic!

EXPERIENCE

TASHA KIM DESIGN

Freelance | Contract Designer | 2006 - present

- ◆ **ENTERMOTION DESIGN STUDIO** Wichita, KS
 - Design UI feature concepts within brand styles for an existing web app
- ◆ **KONDO WEALTH ADVISORS** Pasadena, CA
 - Create brochures, mailers, flyers, newsprint & magazine ads, and book cover design
- ◆ **SANDCASTLE HOMES** Houston, TX
 - Logo redesign study, created email blasts, and reusable templates for their flyers
- ◆ **MICROSOFT** Calabasas, CA | Helsinki, Finland
 - Typeset keypad layouts, illustrated user manual graphics,
 - Trained previous Nokia employees the technical keymat graphic design & process
- ◆ **NOKIA | VERTU** Calabasas, CA
 - Typographic design & layout for key-pads, qwerty boards, and labels
 - User manual illustrations, product icon creations, and company typeface refresh
- ◆ **DELL** Austin, TX
 - Graphic illustrations for laptop covers & palm rests, keyboard qwerty alphanumeric creations for different laptop series, font creation for a limited series, corporate typeface refresh for standard qwerty keyboards
- ◆ **WATER STUDIO** Culver City, CA
 - Web design screen layout studies, design editorial style studio catalogue, organized their digital portfolio, created cut sheet templates, refreshed both company and subbrand logos, design & layout stationery
- ◆ **AB SCIEX | MOLECULAR DEVICES** Sunnyvale, CA
 - Designed their identity graphics for their internal Global IT Service Desk Dept.
- ◆ **YEP YUP** Agoura Hills, CA
 - Character creation series for greeting cards, accessories and home decor
 - Color & pattern design studies for their home decor line

SENIOR DESIGNER OF VISUAL COMMUNICATIONS

- ◆ **NOKIA MOBILE PHONES** Calabasas, CA
 - Global lead for 8 years over typographic keypad design & layouts
 - Managed over contract designers providing support and art direction
 - Researched global trends, created mood boards, and collaborated with marketing
 - Design lead on a youthful, expressive division for changeable accessory covers
 - Developed numerous accessory graphic cover designs that were sold all over America, Europe, and Asia
 - Proven teamwork skills with industrial designers, colors & materials, marketing, mechanical engineers, modelers, managers, and hired contractors
 - Designed graphics for art cards and POS packaging
 - Prepared artwork for production-ready electronic files for international printers
 - Contributed to processes and specifics for brand guidelines
 - Collaboratively developed an internal, corporate 200+ page design manual