KIM CALDERONE
PRODUCT DESIGNER

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Los Angeles, CA

SKILLS

Research
Heuristic Evaluation
User Interviews
C&C Analysis
Card Sorting

Ideation
Persona Development
User Flows
Information Architecture
Wireframing

Prototyping
Interaction Design
App Design
Responsive Web Design
User Interface Design
Usability Testing

Visual Design
Typography
Illustration
Sketching

TOOLS

Invision   Marvel   POPapp

Flinto   Sketch   Illustrator

Photoshop   Indesign   After Effects

ABOUT ME

My philosophy is 'design follows research'. I am passionate about creating elegant and thoughtful solutions that are driven by early user insights and iterative testing. I love working on products end-to-end to see those key insights implemented. With a professional background in Graphic Design and User Experience Design, I bring an aesthetically driven and human-centered perspective to every project.

EXPERIENCE

Lead UX UI Designer | Dogtown Media, 2016-2018

Managed 3 UX Designers while leading design for 8+ apps. Introduced a modular "Discovery Phase" as an essential starting point for every project. Refined and documented our team's end-to-end design process from initial research and user journeys to high fidelity and interaction design. Lead internal design activities to keep our team's skills sharp.

UX UI Designer | Handlr, 2016-2018

Helped improve the UX and UI of the current web dashboard and customer-facing mobile app. Implemented UX best practices and customer feedback into the iterated designs, with development constraints in mind.

Graphic Designer | Fossil Group, 2013-2016

Designed materials for campaigns, advertisements, and special events across North and South America. Developed and tested new processes and best practices guides, which were all eventually adopted by our main corporate office.

Visual Designer | Freelance, 2012-2016

Designed digital and print materials for clients from concept to completion, iterating the designs based on feedback every step of the way.

Art Coordinator | University Press of Florida, 2011-2013

Primary director of artwork; editing images, designed book covers, typeset text, and prepared book files for print. Streamlined the efficiency of processing images by adopting an assembly line work process and by increasing usability of image schedule chart.

EDUCATION

UX Design Immersive Studies | General Assembly, 2016

BFA - Digital Media | University of Florida, 2009-2013