Kimberly Bui

Improving people's lives through highly impactful, human-centric and thoughtfully designed experiences.

🌐 www.kbui.space
✉ kimberlybui613@gmail.com
📞 (408) 623-5832

EXPERIENCE

Humancare, Product Designer

AUGUST 2023 - PRESENT

Managing multiple projects simultaneously. Collaborating regularly with multi-disciplinary teams (development, project managers, UX architects, copy writers, branding, legal teams) to meet project deadlines, and deliver solutions that exceed client and user expectations.

Avalara, UX Designer

DEC 2022 - MARCH 2023 (CONTRACT)

Closely collaborated with UX researchers to design B2B intuitive web app interfaces and seamless product experiences using data-driven design decisions while also successfully communicating the brand.

Applied Medical, UX & UI Designer

SEPT 2021 - DECEMBER 2022

Collaborating with stakeholders to understand business goals and translate them into effective, user-centered design solutions. Adopting design thinking methodologies and best practices throughout crafting wireframes, interactive prototypes and aesthetic design mockups using industry-standard tools. Developing and maintaining design systems to ensure consistency and scalability.

Visual Designer, Camellia Consulting

JAN 2022 - JUNE 2022

Leading and creating a cohesive and impactful brand identity using thoughtful color, typography, and iconography choices across various mediums such as branded logos, banners, and virtual backgrounds.

UX & UI Consultant / Designlab

OCT 2020 - JULY 2021

Facilitated many and various UX research methods such as A/B tests, user interviews, usability tests, surveys, etc., to identify assumptions and form data-driven insights.

EDUCATION

Designlab, UX Academy

JULY 2020 - JULY 2021

Certification in UX & UI Design

University of California, Irvine

SEPT 2016 - SEPT 2020

B.S., Biological Sciences

SKILLS

User Research & Strategy
User Interface Design
Information Architecture
Interaction Design
Responsive Design
Wire-framing
Prototyping
Usability Testing
A/B Testing
User Interviews
Accessibility Design
Design Systems
Animation

TOOLS

Figma, Adobe XD, Adobe Illustrator, Adobe Photoshop, Adobe Indesign, Sketch, Miro, Jira, HTML and CSS, Invision, Zeplin