Kim Nellans, Product Designer

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SUMMARY

Skilled product designer with comprehensive UI/UX certification and foundation in graphic design and front-end web development. Proven ability to be a bridge between business, design, and engineering teams to create features that ship quickly and delight users. Deep background in customer- and client-facing roles provides a strong foundation for understanding and exceeding user needs.

SKILLS

Design & Strategy: UI/UX, Responsive Web Design, Interaction Design, User-Centered Design, Rapid Prototyping, Design Systems, High-Fidelity Visuals, Wireframing, User Research, Usability Testing, User Personas, Experience Strategy, Business Needs Identification, Agile Methodologies, Scrum

Technology: Figma, Adobe Creative Suite (Illustrator, Photoshop, XD, After Effects), Balsamiq, WordPress, Squarespace, Git, GitHub, VS Code, Digital Photography, Lightroom, Final Cut Pro, HTML5, CSS, JavaScript (ES6+), Bootstrap, Web Accessibility, Performance Optimization

PROFESSIONAL EXPERIENCE

Tiny Zen Studio | Designer/Founder   2019 - 2022

- Designed and developed custom, responsive, and accessible websites using WordPress, CMS, and Squarespace. Collaborated with clients to gather unique requirements and deliver tailored solutions.
- Led design process from concept to implementation, resulting in engaging and user-friendly solutions to meet diverse client needs from online booking systems to detailed service descriptions.
- Designed and optimized website for meditation/yoga teacher transitioning to virtual services. Increased visitors 200%+ YoY and reduced bounce rate by 26% by improving user experience.
- Developed niche website tailored to over-50 yoga/reiki community, achieving 208% YoY increase in unique visitors through user-friendly design and intuitive navigation, despite client declining SEO optimization.
- Increased audience engagement and reach for meditation website by performing user research and understanding target audience specifications, increasing total visits 176% and unique visits 206%.
- Conceptualized and implemented brand identities and logo designs, aligning visual elements with clients' business values and enhancing brand recognition.
- Improved user engagement, traffic, and user experience by creating captivating content and imagery to enrich websites' interfaces and aesthetics and maintaining/updating client websites to ensure performance.
- Leveraged advanced SEO techniques to devise and execute growth strategies, increasing organic traffic.

Level Up Solutions & Creative Support | Independent Living Specialist/Coordinator   2010 - 2018

- Facilitated independent living skills training for 30+ clients, contributing to high graduation rate within UCLA Pathway Program. Employed tailored educational strategies based on individual clients' needs across key domains including health and nutrition, communication, money management, and social/recreation.

Tully's Coffee Company | Senior Store Manager and Corporate Trainer   1999 - 2009

- Managed customer-facing teams up to 20, achieving 95% employee retention and reducing turnover by 30%.
- Achieved 12% YoY sales increase by designing strategic initiatives, deployed cost reduction strategies to decrease costs by 10%, and optimized labor utilization to reduce labor costs 14%.

COMMUNITY INVOLVEMENT
Food Distro Project | Co-Product Manager   SEPT - DEC 2023
- Collaborate with UX Design and Project Management teams to provide user-centric designs. Implement Agile/Scrum best practices to optimize workflows and collaboration for 8-week sprint.

EDUCATION
Certification, UI/UX Design | CareerFoundry   2023
Prescott College | Bachelor of Arts, Experiential Outdoor Education   2014
University of Washington | Graphic Design studies + Fine Art Photography (3 years)

CONTINUOUS LEARNING
Figma Academy, Ridd/Maven | **Figma Variables**, Naven Scott/Maven | **Level Up Figma**, Joey Banks/Maven | **Design Systems and Figma Expert**, Molly Hellmuth/Maven | **Frontend Development**, CareerFoundry | **Frontend Development**, Santa Monica College