

Kimberly Gail Loseñara

📍 SACRAMENTO, CA

Designer & Lettering Artist

I'm an inclusive design advocate, type lover, and community organizer who solves problems using intellect, intuition, and heart.

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Skills & Design Chops

Branding & Identity

Layout Design

Typography

Hand Lettering

UI Design

UX Research & Testing

Wireframing

Mockups & Prototyping

HTML/CSS

Javascript (Basic), jQuery

GitHub

Tools of the Trade

Adobe Creative Suite

– InDesign, Illustrator,
Photoshop, AfterEffects

Figma

Marvel, InVision

VSCode

Education

University of California, Davis

Davis, CA | 04/2010–06/2014

*Bachelor of Arts in Design
(Visual Communications)*

Whitespace

San Francisco, CA | 11–12/2016

Six-week product design course

Bloc.io

Online | 02/2018–02/2019

UX/UI Design Program

Relevant Work Experience

Designer 05/2019–present

Education Training Research (ETR) | Remote CA

- Design evidence-based educational materials, logos & simple brand guides, and social media graphics for tobacco prevention organizations across California
- Collaborate with the marketing team to develop booklets/guides, posters, and curriculum materials for individuals, public health professionals, and educators
- Mockup and implement landing page designs with HTML/CSS
- Develop short animated videos to tell a story of the impact of grant funding to organizations and communities

Freelance Designer 01/2017–04/2019

Be Wilder Creative | Northern CA

- Co-founded a freelance studio designing brand identities and websites for small businesses and organizations

Graphic Designer, PDF Accessibility Expert 08/2015–12/2017

Transcend Translations | Davis, CA

- Designed print materials in plain language style, focusing on accessibility and readability for the public in various languages
- Remediated PDFs for digital accessibility for people who use assistive technology
- Collaborated with designers and translation experts to develop a set of legal icons that are used in courts nationwide that were presented at two conferences: SRLN (Self-Represented Litigation Network) Conference 2018, LSC Innovation in Tech Conference 2019

Lead Graphic Designer 10/2013–07/2015

Previously: Design Assistant (2014), Sales Assistant (2013)

OneBellaCasa, LLC | Benicia, CA

- Developed the layout, organization, and overall look and feel of quarterly product catalogs to send out to buyers
- Created on-trend artwork and illustrations for throw pillows, tote bags, shower curtains and duvet covers
- Assisted in the art direction of product and lifestyle photo shoots