

# 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)

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

**Visual Designer** ..... 12/2021–present

California Office of Digital Innovation | Remote CA

- Collaborate with the product team to facilitate intentional, performant, and accessible digital services through websites and the California Design System
- Contribute to the visual design style guide, integrate an accessible color palette system, and design components for the California Design System
- Develop visual communication assets (illustrations, icons, data visualization and UI) for various state websites
- Redesign ODI's website to represent the value and capacity of the growing team, improve the recruitment process, and build a case for an increased organizational budget

**Designer** ..... 05/2019–12/2021

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
- Mockup and implement landing page designs with HTML/CSS
- Develop short animated videos to tell a story of the impact of grant funding on 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 government and healthcare 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