

# Kimberly Gail Loseñara

📍 SACRAMENTO, CA

## Senior 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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## Design chops

Branding & Identity  
Layout Design  
Typography  
Hand Lettering  
  
UI Design  
UX Research  
Usability Testing  
Wireframing  
Mockups & Prototyping  
  
HTML/CSS  
Javascript (Basic)  
GitHub

## Tools

Adobe Creative Suite  
– InDesign, Illustrator,  
Photoshop, AfterEffects  
Figma, FigJam  
Marvel, InVision  
VSCode

## Education

**University of California, Davis**  
Davis, CA | 04/2010–06/2014  
*Bachelor of Arts in Design*  
*(Visual Communication)*

**Whitespace**  
San Francisco, CA | 11–12/2016  
*Six-week product design course*

**Bloc.io**  
Online | 02/2018–02/2019  
*UX/UI Design Program*

## Recent experience

**Visual Designer** ..... 12/2021–present  
[California Office of Data & Innovation](#) | Remote CA

- Collaborate with the product team to develop the California Design System to elevate and unify the user experience of state websites to be as accessible, readable, usable, and performant as possible
- Contribute to the visual design style guide and web component design and documentation for the California Design System
- Develop visual communication assets (illustrations, icons, data visualization and UI) on various projects
- Redesign ODI's website to represent the value and capacity of the growing team, support recruitment, 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, websites, and social media graphics for 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 numerous languages
- Remediated government and healthcare PDFs for digital accessibility for screen reader users
- Collaborated with designers and translation experts to develop a legal icons set used in state courts nationwide that were presented at two conferences: SRLN (Self-Represented Litigation Network) Conference 2018, LSC Innovation in Tech Conference 2019

*References available upon request.*