

# Kimberly Gail Loseñara

📍 SACRAMENTO, CA

## Digital Product Designer & Lettering Artist

I want to solve problems using intellect, intuition, and heart. I'm an inclusive design advocate, type lover, and regular concert goer.

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### Skills & Design Chops

UI Design  
UX Research & Testing  
Wireframing  
Mockups & Prototyping  
Branding & Identity  
Layout Design  
Typography  
Hand Lettering  
HTML/CSS  
Javascript (Basic), jQuery  
Git/GitHub  
Trilingual (English,  
Tagalog, French)

### Tools of the Trade

Adobe Creative Suite  
– InDesign, Illustrator, Photoshop  
Sketch, Figma  
Marvel, InVision  
VSCoDe

### Education

**Bloc.io**  
Online | 02/2018–present  
*UX/UI Design Apprenticeship*

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

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

**Narrative Environments  
and Exhibition Design**  
United Kingdom | 07/2014  
*Study Abroad*

### Notable Projects

**Crue** • Cloud organization web app that aims to improve productivity by organizing your files, saving links, and integrating apps you regularly use onto one platform

**BusyBus** • Bus transit mobile app focused on providing real-time data to help people plan commutes

**All Together** • Event planning mobile app that helps hosts with event planning, task delegation and communicating with guests

### Relevant Work Experience

**Freelance Designer** ..... 01/2017–present

**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**

- Developed a unified set of legal icons that we launched at a workshop for the 2nd Annual SRLN (Self-Represented Litigation Network) Conference 2018 in San Francisco
- Designed print materials in plain language style, focusing on accessibility and readability for the public in various languages
- Created accessible PDFs to meet PDF/UA standards (i.e., proper tagging, alternate text, intuitive reading order)

**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 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