



TASHA H KIM

UI | Visual Designer

tashakdesign.com

linkedin.com/in/tashahkim/

SKILLS

Graphic | Visual design
Brand strategy
Brand | Style guides
Typography
Iconography
Micro-interaction design
Mood | Inspiration boards
Competitor research
User research
Problem-solving
Design thinking
Wireframing
Prototyping & iterations
Web | Mobile
Responsive web design
Knowledge in: HTML | CSS

TOOLS

Figma	Sketch
XD	InVision
Zeplin	Flinto
Illustrator	Photoshop
Miro	Pen & Paper
Jira	Drupal

EDUCATION

CareerFoundry

UI Design Immersion
Certificate - Nov 2020

General Assembly

UX | UI Bootcamp
Certificate - Mar 2019

Art Center College of Design

Graphics & Packaging
Bachelor of Fine Arts 1998

The Art Institute of Houston

Visual Communications
Associates Degree 1993

UI | Visual Designer with a solid graphic design background and over 10 years of experience in design. Skilled not only in creating aesthetically attractive design but enhancing user visual experiences while continuously applying and learning ways to improve design for accessibility and inclusion.

EXPERIENCE

UI | UX DESIGNER AP&I

- ◆ THE COLLEGE BOARD (nextSource) remote | Full-time contract | Jan 2022 - Present
 - Focusing on UI and visual design needs for AP's CMS update
 - Providing support to other teams; collaborating closely with UX and Development

USER INTERFACE DESIGNER

- ◆ PIXO Urbana, Illinois | April 2021 - September 2021
 - Collaborated in work sessions with Content Strategist & UX Designer
 - Generated high-fi mobile app layout designs for external engineers
 - Contributed to responsive web layout screen templates to empower users
 - Initiated the design system foundation based on client brand guidelines
 - Facilitated a gut test with stakeholders in part of the design direction process
 - Prepared wireframes & prototypes for external development hand-off
 - Created marketing materials & collaborated on internal brand projects

SENIOR DESIGNER OF VISUAL COMMUNICATIONS

- ◆ NOKIA MOBILE PHONES Calabasas, CA | June 1998 - June 2006
 - Global lead for eight years over typographic keypad design & layouts
 - Managed over contract designers providing support and art direction
 - Design lead on a youthful, expressive division for changeable accessory covers
 - Graphical illustrations created for accessory mobile phone covers
 - Proven teamwork skills with industrial designers, colors & materials, marketing, mechanical engineers, modelers, managers, and hired contractors
 - Prepared artwork for production-ready electronic files for international printers
 - Collaboratively developed an internal, corporate 200+ page design manual

TASHA KIM DESIGN

Freelance Designer | 2006 - present

- ◆ SITE MENDERS Houston, TX | on-going client
 - Homepage designs for small B2B | B2C companies
 - Low-fidelity sketches
 - High-fidelity wireframes in Adobe XD
- ◆ KONDO WEALTH ADVISORS Pasadena, CA | on-going client
 - Create brochures, mailers, flyers, newsprint & magazine ads, and book cover design
- ◆ ENTERMOTION DESIGN STUDIO Wichita, KS
 - Designed UI feature concepts within brand styles for an existing web app
- ◆ WATER STUDIO Culver City, CA
 - Conceptualized web screen layout studies, designed editorial style studio catalog, organized their digital portfolio, created cut sheet templates, refreshed both main and sub-brand logos, design & layout stationery
- ◆ MICROSOFT | NOKIA | VERTU Calabasas, CA | Helsinki, Finland
 - Designed typefaces and product icon designs for keypads, keyboards, labels
 - Illustrated user how-to instructional graphics
- ◆ DELL Austin, TX
 - Graphic illustrations for laptop covers & palm rests
 - Typography design and creation; typeset onto qwerty keyboard wireframes