



# TASHA H KIM

UI | Visual Designer

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## SKILLS

Graphic | Visual design  
 Brand strategy  
 Brand | Style guides  
 Typography  
 Iconography  
 Mico-interaction design  
 Mood | Inspiration boards  
 Competitor research  
 User research  
 Persona development  
 Problem-solving  
 Design thinking  
 Gut test methods  
 Storyboard sketching  
 Wireframing  
 Web | Mobile  
 Prototyping & iterations  
 Responsive web design  
 Knowledge in: HTML, CSS

## TOOLS

Figma	Sketch
XD	InVision
Flinto	Illustrator
Photoshop	Indesign
After Effects	Miro

## EDUCATION

### CareerFoundry

- ◆ Frontend Specialization Certificate - Mar 2021
- ◆ 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 strong foundation in graphic design and over 10 years of design experience. Skilled in creating visual experiences, design thinking, and problem-solving. I am seeking the right environment to flex my design skills, collaborate with a good bunch of innovative creatives, and be an asset to the company's growth and success.

## EXPERIENCE

### USER INTERFACE DESIGNER

- ◆ **PIXO** Urbana, Illinois | April 2021 - September 2021
  - Collaborated in work sessions with Content Strategist & UX lead
  - 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 | Contract Designer | 2006 - present

- ◆ **KONDO WEALTH ADVISORS** Pasadena, CA
  - Created 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
- ◆ **SANDCASTLE HOMES** Houston, TX
  - Logo redesign study, created email blasts, and reusable templates for their flyers
- ◆ **MICROSOFT** Calabasas, CA | Helsinki, Finland
  - Typeset keypad layouts, illustrated user manual graphics,
  - Trained previous Nokia employees the technical keymat graphic design & process
- ◆ **NOKIA | VERTU** Calabasas, CA
  - Typographic design & layout for keypads, qwerty boards, and labels
  - User manual illustrations, product icon creations, and company typeface refresh
- ◆ **DELL** Austin, TX
  - Graphic illustrations for laptop covers & palm rests, keyboard qwerty alphanumeric creations for different laptop series, font creation for a limited series, corporate typeface refresh for standard qwerty keyboards
- ◆ **AB SCIEX | MOLECULAR DEVICES** Sunnyvale, CA
  - Designed their identity graphics for their internal Global IT Service Desk Dept.