Kimberly Bui

Striving to improve people's lives through highly impactful, human-centric and thoughtfully designed experiences.

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EXPERIENCE

Product Designer, IPG Health

AUG 2023 - PRESENT

Design and deliver digital solutions for Fortune 500 clients, managing multiple projects in fast-paced environments. Collaborate cross-functionally to create cohesive, engaging, and user-centered experiences.

UX Designer, Avalara

DEC 2022 - MAR 2023 (CONTRACT)

Optimized B2B products, enhancing usability and accessibility for enterprise users. Partnered with UX researchers to translate data-driven insights into intuitive design solutions.

UX & UI Designer, Applied Medical

SEPT 2021 - DEC 2022

Led end-to-end product design, from user research and ideation to wireframing to prototyping and implementation. Worked closely with multidisciplinary teams, aligning design solutions with business and user needs. Created and maintained a scalable design system, ensuring consistency across digital products.

Visual Designer, Camellia Consulting
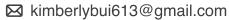
JAN 2022 - JUN 2022

Developed the core brand identity from the ground up. Designed and produced key brand assets, including logos, meeting backgrounds, and social media banners, ensuring a cohesive brand presence.

UX & UI Consultant, Designlab

OCT 2020 - JUL 2021

Conducted in-depth user research methods such as A/B testing, user interviews, usability testing, etc. Translated research findings into actionable design improvements. Designed and prototyped high-fidelity interactive solutions.

EDUCATION

Designlab, UX Academy
JULY 2020 - JULY 2021
Certification in UX & UI Design

University of California, Irvine
SEPT 2016 - SEPT 2020
B.S., Biological Sciences

SKILLS

User Research & Strategy
User Interface Design
Information Architecture
Interaction Design
Responsive Design
Wire-framing
Prototyping
Usability Testing
A/B Testing
User Interviews
Accessibility Design
Design Systems
Animation

TOOLS

Figma
Adobe Creative Suite (XD, Illustrator, Photoshop, Indesign)
Sketch
Miro
Jira
Basic HTML, CSS, Javascript
Zeplin