Kimberly Bui

Striving to enhance people's lives through impactful, human-centric and thoughtfully crafted design experiences.

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EXPERIENCE

Product Designer, IPG Health
AUG 2023 - PRESENT

Lead UX & UI design process for digital health solutions used by Fortune 500 clients. Simplify complex workflows into intuitive, compliant experiences. Partner with cross-functional teams to deliver high-impact work in fast-paced, highly regulated environment.

UX Designer, Avalara
DEC 2022 - MAR 2023 (CONTRACT)

Improved enterprise B2B experiences through user-centered design and accessibility best practices. Partnered with researchers to determine actionable insights from user data and testing.

UX & UI Designer, Applied Medical
SEPT 2021 - DEC 2022

Led end-to-end design process for internal and external products. Conducted research, prototyped, and collaborated with development teams to ship scalable, responsive solutions. Built and maintained a design system to drive consistency.

Visual Designer, Camellia Consulting
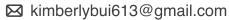JAN 2022 - JUN 2022

Created a full brand identity (from logos to social assets) from the ground up to build a strong and cohesive visual presence. Worked closely with stakeholders to align design with brand goals.

UX & UI Consultant, Designlab
OCT 2020 - JUL 2021

Led UX research including A/B testing, usability testing, and user interviews. Delivered high-fidelity, interactive design solutions and prototypes backed up with data-driven decisions.

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