Kimberly Bui

Product designer with 5+ years shaping digital experiences, applying mixed-method research and systems thinking to turn complex workflows into intuitive, scalable solutions.

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EXPERIENCE

Product Designer, IPG Health (acquired by Omnicom, 2025)
AUG 2023 - PRESENT

Lead UX & UI design process for digital health solutions used by Fortune 500 clients. Translate complex compliance requirements into clear workflows and data-driven interfaces. Partner with cross-functional teams in agile environments to scope, iterate, and ship high-impact solutions.

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

Improved enterprise B2B SaaS experiences for tax and compliance workflows. Partnered with UX researchers to analyze user data and testing insights.

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

Led end-to-end design process for internal and external enterprise products. Conducted research, prototyped, and worked closely with engineering to ship scalable, responsive solutions. Built and maintained a design system to improve scalability and cross-team consistency.

Visual Designer, Camellia Consulting
JAN 2022 - JUN 2022

Created a full brand identity 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 mixed-method research including A/B testing, usability testing, user interviews, surveys, card sorting, etc. Delivered high-fidelity, interactive design solutions and prototypes backed up with data-informed design solutions.

EDUCATION

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

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

SKILLS

User Research & Synthesis
Mixed-Method Research
Information Architecture
Interaction Design
Wireframing & Rapid Prototyping
Responsive & Mobile Design
UI & Visual Design
Accessibility-First Design
Design Systems & Components
Systems Thinking & Product Strategy
Cross-Functional Collaboration
Stakeholder Communication

TOOLS

Figma
Adobe Creative Suite
Sketch
Miro
Jira
Zeplin
Basic HTML/CSS