



KIM HOWELL

UI / UX DESIGNER

SUMMARY

New Jersey based UI/UX Designer, motivated by the challenge to create simple and clean user experiences from conception to development. My background as graphic designer and art director allows me to understand user's emotional needs, and create experiences that inspire and engage people in their everyday lives.

CONTACT



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UX SKILLS

- User Research
- User Personas
- Interaction Design
- Information Architecture
- Prototyping
- Wireframing
- User Testing

TECHNICAL

- InVision
- UXPin
- Sketch
- Adobe XD
- Axure
- Photoshop
- Illustrator
- InDesign
- HTML5
- CSS3

DESIGN

- Graphic Design
- Visual Design
- Art Direction
- Conceptual Development
- Responsive Design
- Sketching
- Branding
- Typography
- Style Guides

EDUCATION

User Experience Design Certificate

CareerFoundry | May 2018 – February 2019

- 500 plus hours of training with industry-leading mentors
- Focus on data-driven UX methodology with a comprehensive, hands-on training
- Developed real world projects during the course, using software such as InVision, UXPin, and Sketch

EXPERIENCE

Consultant / Contractor

Kim Howell Design | May 2018 – Present

Providing a full range of creative services that include branding, graphic design, responsive web design, UI/UX design for mobile and web applications.

- Full UX services include user research, user testing, wireframes, prototyping, information architecture, UI design, and style kits.
- Front-end website development.

Creative Manager – Studio Services

Toys "R" Us, Inc., Wayne, New Jersey | August 2015 – May 2018

As the facilitator for photo shoot production, I served as a liaison between internal creative partners, photo studio and third-party vendors on photography and video projects for Toys "R" Us and Babies "R" Us, including digital and print advertising, in-store marketing, and social media.

- Lead planning and production of photo shoots through collaboration with cross functional partners for all products categories including toys, apparel and gear.
- Oversee \$5M photo budget by projecting monthly forecasts and reporting actual spend; consistently coming in at or under budget while delivering all expected assets.
- Collaborate with cross-functional matrixed teams to track and integrate all digital assets into image database.

Associate Creative Manager

Toys "R" Us, Inc., Wayne, New Jersey | January 2003 – July 2013

Served as art director and lead for creative staff in developing strategic and compelling marketing campaigns that leveraged promotional offers and achieved marketing objectives.

- Oversaw the management of all creative projects including assigning to appropriate creative staff and ensuring established budgets and timelines were successfully met.
- Conceptualized and developed strategic creative solutions for cross-channel marketing including print, store visual, social media, banner and video ads, responsive web-to-mobile design.
- Led, trained, and mentored creative team of 4 staff and 4+ freelancers.
- Collaborated with buyer organization to align on product category, prioritization, and objectives.

Graphics Manager – Creative Services

Cox Target Media, Largo, Florida | October 1989 – July 2000

Directed creative staff in development, execution and production of national B2C/B2B direct mail marketing programs.

- Led, trained, and mentored creative team of 40+ staff of art directors, designers, illustrators and copywriters to drive creative excellence,
- Oversaw design and execution of 1,400+ layouts on average/daily, driving creative excellence, innovation, and productivity.