
KIMBERLY VOISIN

UX/PRODUCT DESIGNER

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SKILLS

Prototyping
User flows
Journey mapping
User interviews
Qualitative research
Usability testing
Agile & lean
Visual design
Service design
Storyboarding
Writing
Workshop design
Surveys
Data analysis
Interaction design
Generative sketching
Content strategy
Card sorting
Personas
Intercept testing
Recruiting
Affinity mapping

TOOLS

Sketch
Invision
Photoshop
InDesign
Illustrator
Balsamiq
Protio.io
Flinto
Adobe XD

CODING

HTML
CSS
Bootstrap
Javascript

PROFESSIONAL EXPERIENCE

UX Design & Research Fellow | Code for America | San Francisco | 2017

- Part of the team focused on improving career center navigation in San Diego, CA
- Designed and scoped project direction including recruiting, interviews, card sorts, usability testing, personas, and workshops on journey mapping and service design
- Synthesized research findings and testing results into actionable insights
- Collaborated with team developer and product manager to optimize design solutions
- Sketched and storyboarded flows to define key user interactions
- Designed, tested, and iterated prototypes with users to validate design direction
- Created a playbook on using human-centered to design to improve service delivery in the public workforce system, based on learnings from 25 user interviews

Project Associate (contract) | MIG | Berkeley | Mar. - Sept. 2015

- Analyzed qualitative and quantitative data from surveys, workshops, and interviews
- Led document creation, including background research, graphics, and writing
- Maintained design project websites by updating content, and event schedules current

Urban Designer | VMWP | San Francisco | 2013 - 2014

- Designed and facilitated participatory workshops for diverse stakeholders
- Created and tested building prototypes for transit corridors and land use plans
- Evaluated concept feasibility through capacity studies, iteration, and data analysis

Senior Urban Designer | Calthorpe Associates | Berkeley | 2004 - 2009

- Simplified complex design constraints into context-sensitive and functional plans for walkable communities, streetscapes, and transit-oriented developments
- Developed design concepts, conducted research, and wrote design guidelines
- Created maps, sketches, and diagrams conveying design direction

PRESENTATIONS & WORKSHOPS

- A Design Playbook for Improving Workforce Service Delivery - U.S. Dept. of Labor Customer Centered Design Learning Exchange Symposium, Washington DC, 2017
- Improving Service Delivery with Journey Maps, CWA Meeting of the Minds, 2017

EDUCATION

- MSc. in User Experience Design, Kent State, 2017
 - Nanodegree, Front-End Web Developer, Aspire to Tech Scholarship, 2017
 - Certificate in Graphic and Interactive Design, University of California, Berkeley
 - Master of Landscape Architecture, University of Guelph
 - B.E.S. in Urban & Regional Planning, University of Waterloo
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