

Kimberley Johnson

- 📍 Pearland, Texas (Open to Relocation)
- 📞 (281)-813-4128
- ✉ kimjaydot@gmail.com
- 🌐 kimjaydot.com
- in [kimberley-johnson](https://www.linkedin.com/in/kimberley-johnson)

SKILLS

UX Design & Research:

User Research, Usability Testing, Interaction Design, Information Architecture, Design Thinking, Prototyping, Low-Fidelity and High-Fidelity Wireframes, Personas, Customer Journey Mapping

Web Design & Development:

Web Design, Responsive Design, Front-End Development (HTML5, CSS3, JavaScript), Bootstrap, Git

Software & Tools:

Adobe Creative Cloud, Figma, Sketch, Axure, Video Editing

Content Management Systems:

WordPress, Volusion, Joomla

Assistive Technology & Accessibility:

JAWS, NVDA, VoiceOver, Accessibility

EDUCATION

Kent State University

Master of Science
User Experience Design
Expected Graduation: May 2025

EXPERIENCES

May 22
Present

Retail Sales Associate PetSmart | Pearland, TX

- Skilled in maintaining a professional and empathetic demeanor while delivering excellent customer service to pet owners, understanding their concerns, and providing appropriate solutions

User Experience Design (UX) Projects

- Designed and prototyped a time request app, utilizing user feedback, iterative testing, low-fidelity and high-fidelity wireframes, and rapid prototyping to enhance usability and functionality
- Conducted user research using qualitative methods such as user interviews and contextual inquiries to gather insights from diverse participants and inform UX design decisions

Oct 17
July 19

Social Media Coordinator & Jr. Web Designer Farouk Systems | Houston, TX

- Led the pathway to create engaging videos, graphics, and advertisements for CHI, BioSilk, and Farouk haircare products
- Designed storyboards and visual layouts to prepare for the production and web team
- Collaborated with graphic designers, marketers, and production team to execute social media campaigns for retail brands such as ULTA, Target, and HSN
- Managed e-commerce website integration via WooCommerce & WordPress, while enhancing customer interaction and response rates on social media

May 16
Oct 17

Web Designer Sprinkler Warehouse | Houston, TX

- Managed Volusion and Magento CMS websites, overseeing content updates, site maintenance, and user engagement
- Photographed and edited product images to enhance visual appeal and drive customer interest
- Designed and executed custom email marketing campaigns and promotional graphics to boost engagement and conversion
- Produced motion graphics and videos with Adobe After Effects and Premiere Pro, creating compelling and engaging content
- Increased YouTube channel subscribers by 400 in 9 months through strategic content creation and audience engagement

July 13
July 14

Web & Interactive Designer

ClickGrafx Creative | *Houston, TX*

- Developed custom web templates for medical professionals, authors, and small business owners, ensuring a user-centered design approach tailored to each client's audience
- Designed, edited, and maintained websites using WordPress CMS, focusing on responsive design and seamless user experience across devices
- Provided client training to empower users to manage their websites independently, emphasizing intuitive content management and user-friendly interfaces.
- Conducted cross-platform usability testing to ensure consistent and accessible user experiences across various devices and browsers
- Structured and optimized website navigation and information architecture for improved content discovery and efficient content management

June 12
May 13

eLearning Developer

Coley GCS (formerly, Coley & Associates) | *San Antonio, TX*

- Educated Disabled Veterans and people with disabilities to help them cope with their life situations through accessible interactive content
- Designed and developed interactions using ActionScript 3.0 in Flex Framework
- Tested web applications using JAWS and NVDA for accessibility, ensuring Section 508 compliance
- Added close captioning to eLearning Courses and recorded voice-overs
- Created and implemented instructional design materials, developing accessible content and interactive learning experiences for diverse audiences

Sept 10
June 12

Web Developer & Web and Graphic Designer

NEXT Financial Group & 4WARD Financial Marketing | *Houston, TX*

- Edited, published, and modified company websites using HTML, CSS, XML, JavaScript, and PHP in the Joomla Content Management System
- Liaised with company executives regarding Project Management updates
- Designed custom templates in Adobe Illustrator and converted them to fillable PDFs
- Captured and edited photographs for company events, websites, and marketing campaigns
- Added keywords, alt tags, and rich media content to client websites for Search Engine Optimization