

# Kim Spencer she/her

804.248.8328

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kimspencer.com

linkedin.com/in/kimspencer

10+ years of mobile app design experience. Expertise in the nuances of iOS & Android ecosystems. Knows how to build an app from the ground up. Then teach it to your Mom.

## Skills

Product Design  
Design Systems  
Design Leadership  
Design Strategy  
Design Operations  
Mentorship & Coaching  
Training/Education  
Storyboarding  
Accessibility  
Team & Culture Building  
Information Architecture

## Tools

Figma  
Sketch  
Google Tools  
Adobe CC

## Education

Masters of Liberal Arts  
Film Studies  
University of Richmond

Bachelor of Fine Arts  
Communication Design  
Virginia Commonwealth University

Bachelor of Fine Arts  
Crafts: Glassworking & Furniture Design  
Virginia Commonwealth University

## Teaching

01.2011 to 07.2013

### Adjunct Professor

#### Virginia Commonwealth University

300-400 level courses in web design and visual narrative in a mix of foundational courses and electives in the Graphic Design department, School of the Arts

08.2010 to 04.2012

### Adjunct Instructor

#### Virginia State University

200-400 level courses in foundational arts courses in woodworking, sculpture, and web design for the core degree track

## Experience

*Native Apps Lead,  
Staff Product Designer*

### Achieve.com

10.2022 to present

**Enterprise role** Lead designer for the Achieve Money app, a banking app intended to establish and nurture life-long relationships with members who graduate from Achieve's debt relief programs. Worked closely with product and engineering, outlining an MVP and post-MVP experience, leveraging React Native and the React Native Paper library. Collaborated with senior leadership to identify member needs and value props to set the banking app apart from competitors. Throughout the design process, maintained a functioning prototype that could be shared with senior leadership. In addition to creating a native based design system based on Achieve's design system, Ascend. Led monthly experience reviews with the CEO/Co-founder, president of lending and VPs of product, engineering. Along with a UX content designer and researcher, we iterated and tested prototypes to solve key areas of the user experience.

Lead designer for acquired app, GOOD (Get Out of Debt). Worked with tech team to update, refine and align more closely with the native and Ascend libraries. Transforming empty states into opportunity. Exceeding KPI goals for new member acquisition.

Currently, design lead for prospective member acquisition, working across lines of business for the web to iterate and test in market. In addition, beginning discovery work on a singular servicing Achieve app that integrates GOOD with account service.

UX/UI DESIGN UX VISION DESIGN STRATEGY DESIGN SYSTEMS  
PROTOTYPING CULTURE BUILDING MENTORSHIP

### UX/UI

#### Design Quality Lead

### Capital One

04.2021 to 10.2022

**Enterprise role** Worked with a 700+ design team providing consultation, support and training on designing for native experiences. Collaborated with enterprise and line of business teams to create design standards, best practices and processes to ensure the integrity of the digital customer experience. Developed processes to track educational impact on design quality. Provided subject expertise in design reviews across the design organization. Influenced and guided the next iteration of the Capital One account servicing application.

Led a weekly, half hour, design training series focused on level setting native design skills across disciplines within the Experience Design team.

Developed project plans, road maps, and leveraged partnerships to improve the overall quality of the user experience across products.

STORYTELLING ANDROID IOS DESIGN STRATEGY TRAINING FACILITATION  
OPS/PROCESS ACCESSIBILITY DESIGN SYSTEMS PEOPLE MANAGEMENT  
ROADMAPPING UX VISION CULTURE BUILDING

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Fries should be dipped in ketchup not smeared. Vanilla is a flavor. Exhaust fans, turn signals and door bells exist for a reason. And never ever grab coffee mid brew.

## Continuing Education

Women in Leadership  
Certificate  
Cornell University

Leadership1®  
Program graduate  
Capital One

Certified User Experience Analyst  
Human Factors International

Certified Usability Analyst  
Human Factors International

Culinary Arts  
Certificate  
University of Richmond

## Additional Skills

Legos  
Gardening  
Cooking  
Hiking  
Camping  
Mountain Biking  
Motorcycling  
Potlucks  
Muay Thai Kickboxing  
Sarcasm  
Event Planning  
Eating

## Experience Continued

*Design Systems Lead*  
**Capital One**  
07.2019 to 04.2021

**Line of business: Credit Card** Partnered with development teams to provide support and backup for native feature initiatives. Coached junior designers on how to design for native at Capital One. Created line of business design system components and enhancements, contributing to the larger design system.

UX/UI DESIGN ANDROID IOS PROTOTYPING ACCESSIBILITY FACILITATION  
TRAINING MENTORSHIP DESIGN SYSTEMS

*Native UX/UI Designer*  
**Capital One**  
07.2014 to 07.2019

**Enterprise role** One of a two-person team that designed the Android servicing app from the ground up. Built the Android Design System Library in Sketch for use by 100+ designers. Dedicated to multiple development teams. Worked with tech and product on feature flows for the flagship account servicing applications. Led the training work stream by producing recorded videos for use by line of business designers, developers and product owners on native design principals and methodology.

Co-founded, Design Making, a hands-on making program implemented company-wide to provide alternative problem-solving solutions, creative outlets and cross-disciplinary team building activities.

UX/UI DESIGN ANDROID IOS PROTOTYPING ACCESSIBILITY FACILITATION  
DESIGN SYSTEMS PERSONAS UX VISION DESIGN STRATEGY CULTURE BUILDING

*Creative Director*  
**Protozoa Design**  
01.2011 to 12.2014

Designed, developed and implemented identity systems, interactive, print and exhibition collateral for small to medium-sized businesses and non-profits. Provided staff training on content creation, updates and maintenance. Managed subcontractors across disciplines to collaborate on execution.

BRANDING ART DIRECTION PEOPLE MANAGEMENT WEB DESIGN TRAINING  
PROJECT MANAGEMENT PUBLICATIONS FRONT END DEVELOPMENT

*Native UI Designer*  
**Aguent**  
08.2013 to 07.2014

**Contract role with Capital One** Supported two development teams designing flows for a single servicing app. Code pushed to both iOS and Android consisted of HTML in a native wrapper. Collaborated with mobile design team in reimagining next iteration of the servicing app as two fully native experiences that would embrace individual ecosystems.

UX/UI DESIGN ANDROID IOS PROTOTYPING ACCESSIBILITY PERSONAS