

Kim Spencer she/her

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10+ Years of Experience
in iOS & Android ecosystems
with a focus on building
intuitive, user-friendly apps
from the ground up.

Recent Experience

Native Apps Lead, Staff Product Designer

Achieve.com, Enterprise 10.2022 to present

- Led design for Achieve Money, a new banking app for post-debt relief users, defining MVP and post-MVP experiences with cross-functional teams.
- Collaborated with senior leadership to align app with user needs and market positioning.
- Developed a native design system based on Achieve's Ascend platform, updated the GOOD app, and collaborated on prototype testing.
- Exceeded KPIs for new member acquisition (up 10%) through GOOD by streamlining user experience and transforming empty states into engaging opportunities.

UX/UI Design Quality Lead

Capital One, Enterprise 04.2021 to 10.2022

- Collaborated with a 700+ member design team, providing consultation and training on native design experiences and establishing design standards.
- Led a weekly training series to standardize native design skills, and developed metrics to assess the impact of design education on quality.
- Provided expertise during design reviews for the Capital One account servicing app and created project plans to enhance user experience quality across products.

Design Systems Lead

Capital One, Consumer Card 07.2019 to 04.2021

- Partnered with development teams to support native features and ensure alignment with design standards.
- Mentored junior designers and contributed to Capital One's design system, leading design reviews across the organization.
- Influenced iterations of the Capital One servicing app and created project plans to enhance the overall user experience.

Native UX/UI Designer

Capital One, Enterprise 07.2014 to 07.2019

- Designed the Android servicing app from scratch, focusing on user experience and functionality, and created the Android Design System Library in Sketch for 100+ designers.
- Increased app store rating by 1.5 points and downloads to over 8 million.
- Collaborated with tech and product teams on feature flows for flagship servicing app and led a training workstream on native design principles.
- Enhanced line-of-business design components, integrated them into the broader system, and co-founded Design Making to promote creative problem-solving and cross-disciplinary collaboration.

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 Workspace
Adobe CC
Jira
Confluence
Miro

Education & Certifications

Women in Leadership

Certificate
Cornell University

LeadHerShip¹

Program graduate
Capital One

Certified User Experience Analyst

Human Factors International

Certified Usability Analyst

Human Factors International

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

Adjunct Professor

01.2011 to 07.2013
Virginia Commonwealth University

300-400 level courses in web design, visual narrative, and media in the Graphic Design department, School of the Arts

Adjunct Instructor

08.2010 to 04.2012
Virginia State University

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