Kim Spencer

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Summary

Experienced design leader with a decade of expertise in UX/UI for iOS and Android ecosystems. Skilled in defining design strategies, leading cross-functional teams, and mentoring designers. Proven track record of crafting scalable systems and user-centric solutions that drive business outcomes and enhance accessibility.

Recent Experience

Native Apps Lead, Staff Product Designer

Achieve, Enterprise 10.2022 to Present

- Spearheaded design for Achieve Money, a new banking app for post-debt relief users, defining MVP and post-MVP strategies to align user needs with business objectives.
- Developed a native design system based on Achieve's Ascend platform, enabling consistent and scalable design solutions across products.
- Streamlined the GOOD app's user experience, increasing member acquisition by 10% through iterative improvements and data-driven decisions.
- Partnered with senior leadership to ensure design strategies support organizational vision, conducting prototype testing and incorporating qualitative and quantitative insights.

UX/UI Design Quality Lead

Capital One, Enterprise 04.2021 to 10.2022

- Led a weekly training series to standardize native design practices across a team of 700+ designers, resulting in improved cross-platform UX consistency.
- Directed design reviews and defined strategies to enhance user experience for Capital One's account servicing app.
- Measured and improved design quality through metrics, fostering a culture of continuous improvement and human-centered practices.

Design Systems Lead

Capital One, Consumer Card 07.2019 to 04.2021

- Collaborated across teams to develop reusable components and foster innovation through the co-founding of "Design Making."
- Mentored junior designers, reinforcing best practices and human-centered methodologies.

Native UX/UI Designer

Capital One, Entrprise 07.2014 to 07.2019

- Designed and launched the Android Design System Library, adopted by over 100 designers, enhancing cross-platform consistency.
- Increased app store rating by 1.5 points and boosted downloads to 8M+ by implementing a user-first design strategy for the Android servicing app.
- Delivered user-centric native app features in collaboration with development teams, aligning products with user expectations and accessibility standards.
- Advocated for design consistency and accessibility as a core contributor to the enterprise design system.

Portfolio

For detailed case studies and design artifacts, visit kimspencer.com.

Skills

Product Design & Strategy:
Design Systems, UX/UI Design, Accessibility, Information Architecture, Mentorship, Training, Storyboarding

Leadership & Collaboration:
Team Building, Culture Development, Cross-Functional Collaboration, Strategic Planning

Tools:
Figma, Sketch, Google Workspace, Adobe CC, Jira, Confluence, Miro

Education & Certifications

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

Women in Leadership
Certificate
Cornell University

Certified User Experience Analyst
Human Factors International

Certified Usability Analyst
Human Factors International

LeadHerShip1®
Program graduate
Capital One

Teaching

Adjunct Professor 01.2011 to 07.2013
Virginia Commonwealth University
Taught 300-400 level courses in web design, visual narrative, and media within the Graphic Design department.

Adjunct Instructor 08.2010 to 04.2012
Virginia State University
Delivered foundational arts, woodworking, sculpture, and web design courses for core degree programs.

12/2024