

Kim Spencer she/her

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Expert in iOS and Android ecosystems, specializing in building intuitive, user-friendly experiences from the ground up. I also specialize in omni-channel design systems and teach others how to implement them effectively.

Skills

Product Design & Strategy:

Design Systems, AI, UX/UI Design, Accessibility, Information Architecture, Mentorship, Training, Storyboarding, HTML

Leadership & Collaboration:

Team Building, Culture Development, Cross-Functional Collaboration, Strategic Planning

Tools:

Figma, Sketch, Google Workspace, Miro, Adobe Creative Suite

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

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, front-end development, 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.

Recent Experience

Native Apps Lead, Staff Product Designer

Achieve.com

10.2022 to 03.2025

- Led the 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 through iterative improvements and data-driven decisions. Increasing credit pull rate by 58%, PII rate by 38% and leads doubled at 14%.
- Partnered with senior leadership to ensure design strategies support organizational vision, conducting prototype testing and incorporating qualitative and quantitative insights.

UX/UI DESIGN | UX VISION | DESIGN STRATEGY | DESIGN SYSTEMS | PROTOTYPING
CULTURE BUILDING | MENTORSHIP | UX RESEARCH | ROADMAPPING

UX/UI

Design Quality Lead

Capital One

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.

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

Design Systems Lead

Capital One

07.2019 to 04.2021

- Collaborated across teams to develop reusable components and foster innovation.
- Mentored junior designers, reinforcing best practices and human-centered methodologies.

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

Native UX/UI Designer

Capital One

07.2014 to 07.2019

- One of a two person team that designed the consumer servicing app for Android from the ground up. Design lead for Move Movement.
- Designed and launched the Android Design System, 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.

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