

kim mosberger

U X L e a d e r

(816) 560-2122 • kim.mosberger@gmail.com • theillustratedbrand.com

SUMMARY

As an experienced design leader, my passion lies in UX research and design, fueling data-driven growth with customer empathy while fostering safe and inclusive environments for team members to flourish. I deeply appreciate the pivotal role of research in shaping design choices, advocating for a mixed-methods approach that combines qualitative and quantitative research for prompt and meaningful results. In my leadership style, I prioritize inclusivity and diversity, creating an environment where everyone feels valued, respected, and empowered to contribute their unique perspectives. By prioritizing UX research, customer empathy, and a safe and inclusive environment, I deliver user-centered solutions that resonate with our target audience and drive business success.

Certifications & Skills

Certified Scrum Product Owner (CSPO)

Continuous Product Design (CPD)

Journey mapping

Prototyping

Data analysis

HMTL / CSS

User interviews

Usability testing

Research strategy

DSM management

EXPERIENCE

UX Design Manager

DISH | Denver, CO | 2022 - Present

- Established and implemented UX research and processes
- Supervise research and design team
- Develop tailored research strategies for all business lines
- Guide and help implement an agile process
- Collaborated with stakeholders to comprehend and accomplish projects aligned with varying KPIs and business metrics
- Managed designers and researchers working on Dish, OnTech, Genmobile, and Slingshot
- Developed and implemented inclusive research practices that accounted for the perspectives and needs of diverse populations, including the Latino community, across multiple lines of businesses. Provided education to the research team to ensure effective implementation of these practices.

Lead Product UX Designer - Web Application

BombBomb | Remote | 2021 - 2022

- Crafted UX solutions for security-oriented web application features through extensive research and testing
- Designed for the mobile and tablet experience in addition to desktop
- Contributed to the implementation of new user-centered design methodologies for the web application
- Partnered with the product manager and lead developer in a triad to set sprint goals and company KPIs with a focus on enhancing the user experience
- Planned and conducted team design studios to support and validate team efforts

UX Designer II

WhatIf Media Group | Remote | 2015 - 2021

- Directed user-centered development of multiple digital brands across various verticals
- Managed a 5-person team serving the entire company, comprising designers and analysts
- Implemented and scaled a monetization initiative that yielded an average incremental revenue of \$50K/quarter
- Formulated and executed research and testing processes while elevating standards across multiple teams
- Created a training program for junior designers focused on SEO strategies, ADA accessibility, CCPA regulations, and UX best practices

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Lead Marketing Designer

Digital Formation | Denver, CO | 2013 - 2015

- Reviewed and evaluated digital and physical design work to ensure accuracy, consistency, and adherence to brand guidelines
- Stayed up to date on design trends, industry best practices, and competitor analysis
- Fostered effective collaboration with internal and external parties
- Managed multiple projects simultaneously, setting priorities, creating timelines, and ensuring completion by the deadline
- Conducted data analysis on digital traffic to devise strategies for achieving various company goals

Owner

360 Spectrum Designs | Denver, CO | 2011 - 2020

- Delivered impactful branding solutions to small businesses by designing logos, websites, and print media
- Spearheaded design efforts across print and digital marketing materials to improve the client's brand recognition
- Led design sprints to create customer-facing digital products, optimizing their processes and productivity
- Educated clients on the significance of data-driven design and prioritizing user experience
- Designed user experience strategies for small businesses looking to scale their digital presence

EDUCATION

Bachelors – Fine Art (Design) | University of Missouri, Columbia, MO 2007 - 2010

International Experience: Jeollanam-do Provincial School, South Korea, Lead Instructor

Associates – Liberal Arts | Longview Community College, Lee's Summit, MO 2005 – 2007

Tools

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|------------------|----------------------------|----------------------|-----------|
| Jira | Analytics (Google & Adobe) | Figma | Wordpress |
| Quantum Metric | Asana | Sketch | Invision |
| UserZoom/Testing | Qualtrics | Adobe Creative Suite | Miro |

VOLUNTEER EXPERIENCE

Broomfield Soccer Club 2017 – Present

DISH HAAPI (Honoring Asian Americans & Pacific Islanders) 2022 - Present

BombBomb DE&I Team 2021

WIMG Diversity & Inclusion Advisory Board 2019 - 2021