

kim mosberger

H u m a n C e n t r i c D e s i g n L e a d e r

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SUMMARY

With over a decade of experience in building and managing design and research teams, I am a results-driven and seasoned professional adept at leading cross-functional teams to drive innovative solutions and achieve strategic objectives. I have demonstrated expertise in maintaining high-performing teams, developing tailored research strategies to enhance user experiences, and collaborating effectively with stakeholders at all levels. My proven track record includes implementing agile processes to optimize efficiency and deliver exceptional results in fast-paced environments. I am passionate about leveraging technology and creativity to drive business growth and exceed customer expectations.

CERTIFICATIONS & SKILLS

Certified Scrum Product Owner (CSPO)
Continuous Product Design (CPD)

Journey mapping
Prototyping
Data analysis
HTML / CSS

User interviews
Usability testing
Research strategy
DSM management

EXPERIENCE

UX Architect

Millennium Systems International | Remote | 2023 – Present

- Initiates the planning and organization of Prism, the initial atomic design system for the Meevo software, thereby laying the foundation for a cohesive and scalable user experience architecture.
- Employs data-driven strategies to educate and combine product design and UX foundations within the product teams, ensuring alignment with user needs and business objectives.
- Leverages user research and analytics to develop comprehensive client and end user personas, enhancing empathy and understanding across the organization.
- Pioneers the adoption of industry-standard research and design tools such as Pendo and Figma, streamlining collaboration and workflow efficiency while promoting best practices in design and testing.

UX Design Manager

DISH | Denver, CO | 2022 - 2023

- Led the planning, development, and maintenance of a robust UX research team and processes that supported the entire digital product team across the Dish enterprise portfolio of businesses.
- Developed and executed tailored research strategies aimed at increasing conversions while consistently maintaining an impressive NPS score of 88%.
- Played a key role in guiding and implementing an agile process that resulted in a notable 10% reduction in research and design times, enhancing overall team efficiency.
- Collaborated closely with stakeholders, including vice presidents, directors, developers, and product owners, to comprehend project objectives and achieve alignment with varying KPIs and business metrics.
- Spearheaded the development and implementation of inclusive research practices, carefully considering the perspectives and needs of diverse populations. These efforts resulted in planning and execution of an average of 60 studies per month.

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Lead Product UX Designer - Web Application

BombBomb | Remote | 2021 - 2022

- Crafted UX solutions for security-oriented web application features by conducting continuous discovery research to uncover evolving user needs and preferences, driving informed decision-making and iterative improvements in product development.
- Designed for the mobile and tablet experience in addition to desktop while being mindful of integration partners like Google.
- Contributed to the implementation of new user-centered design methodologies for the web application by conducting bi-weekly user interviews and focus groups.
- Partnered with the product manager and lead developer in a triad model to set sprint goals and company KPIs with a focus on enhancing the user experience.
- Planned and conducted monthly team design studios to support and validate team efforts.

UX Designer II

WhatIf Media Group | Remote | 2015 - 2021

- Guided user-centered development of multiple digital brands across diverse verticals, including those within highly regulated sectors like finance, ensuring compliance with strict industry regulations.
- Oversaw a cross-functional team supporting the entirety of the organization, consisting of both designers and analysts.
- Developed and implemented comprehensive research and testing processes, integrating mixed methodologies to enhance standards across multiple teams.
- Created a training program for designers focused on SEO strategies, ADA accessibility, CCPA regulations, and best practices.

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.
- 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 over 60 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.
- Designed user experience strategies for small businesses looking to scale their digital presence taking into consideration valuable metrics like unique impressions, drop off rates, exit paths, and engagement scores.

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

VOLUNTEER EXPERIENCE

Broomfield Soccer Club – Head Coach 2017 – Present

DISH Research Resource Group – Community Manager 2023 – 2023

BombBomb DE&I Team – General Member 2021 - 2022

WIMG Diversity & Inclusion Advisory Board – Founding Leader 2019 - 2021