

Kim Mosberger

Product Design Leader with Expertise in User Research

Innovative and dynamic Product Design and Research leader skilled in leveraging data-driven insights to inform design decisions. Adept at collaborating with cross-functional teams to deliver products that exceed client expectations.



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theillustratedbrand.com



SKILLS

Usability Testing

Card Sorting

Data Analysis

Focus Groups

Figma

Adobe CC

HTML/CSS

User Research

Wireframing

Design Research

Prototyping

User Flows

Personas

Heuristic Evaluation



WORK EXPERIENCE

UX Architect

Millennium Systems International

12/2023 - Present

Achievements/Tasks

- Architected and implemented PRISM, a comprehensive design system that enhanced collaboration and accelerated time-to-market for both B2B and B2C products.
- Led the implementation of a user-centered design culture within the product department. Partnered with client success to establish a bi-weekly cadence of user interviews, ensuring ongoing alignment with customer needs and driving successful product launches and positive customer feedback.
- Overhauled online user experiences for scheduling, self-pay, and memberships, resulting in an overall 5% increase in task completion rate and a 10% decrease in time spent on key actions. This improved platform has enhanced efficiency and user satisfaction for our clients.
- Implemented Figma and usability testing platforms to streamline design workflows and conduct rigorous accessibility audits, guaranteeing compliance with WCAG 2.0 AA standards and creating a more inclusive digital environment.

UX Design Manager

DISH

02/2022 - 12/2023

Achievements/Tasks

- Led cross-functional teams (designers, developers, researchers) for multiple enterprise clients (Dish, OnTech, Genmobile, Boost, Sling) ensuring successful product delivery.
- Streamlined the design process through agile implementation, achieving a 10% reduction in research and design times.
- Led the development and implementation of inclusive research practices across all lines of business (e.g., Latino community focus). Built a high-performing UX research team and process, facilitating an average of 60+ successful studies per month to support all digital products.
- Developed targeted research strategies leading to increased conversions while maintaining a high customer satisfaction score (NPS 88%)



WORK EXPERIENCE

Lead Product UX Designer - Web Application

BombBomb

08/2021 - 02/2022

Achievements/Tasks

- Crafted product design solutions for security-oriented web application features.
- Used UX research methods to uncover user needs, frustrations, and preferences that helped drive product development and design decisions by conducting bi-weekly user interviews and focus groups.
- Designed against design stipulation like different platforms (desktop, tablet, and mobile) while also being mindful of integration partners like Google.
- Partnered with the product manager and lead developer in a triad SCRUM model to set sprint goals that were in line with company KPIs and had a goal of focusing on enhancing the user experience.
- Planned and conducted monthly team design studios to support and validate design efforts.

UX Designer II

What If Media Group

09/2015 - 08/2021

Achievements/Tasks

- Guided user-centered development of multiple digital brands across diverse verticals, including those within highly regulated industries 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.

Owner

360 Spectrum Designs

09/2011 - 01/2020

Achievements/Tasks

- Delivered impactful design solutions to over 60 businesses by designing logos, websites, and print media.
- 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

Fine Arts

University of Missouri

08/2007 - 05/2010

Columbia, MO

Liberal Arts

Metropolitan Community College

08/2005 - 05/2007

Kansas City, MO