

Kamala Espig

User Experience Designer

CONTACT

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SKILLS

Design

Prototypes

Wireframes

Design Systems

Style Guides

Low/high Fidelity Mockups

Research

Usability Testing

Persona Development

Contextual Inquiry

Interviews

Affinity Mapping

Storyboarding

Data Analysis

Comparative Analysis

A/B Testing

Cognitive Walk-through

User Journey

Tools

Sketch

Figma

Adobe Creative Suite

Invision Studio & DSM

Usertesting.com

Abstract

GitHub

Development

HTML

CSS

Storybook

Interests

Mentoring

Video Games

Fine Arts

Muscle Cars

WORK

April 2018

Present

ScienceLogic, UX Designer

Led UX design efforts in SL's more efficient, "game-changing innovation" (Dave Link, ScienceLogic CEO) solution in context-infused AIOps, Behavioral Correlation.

- Led and guided design projects with varying levels of designers, product managers, and developers in all phases of the product delivery life-cycle to rapidly iterate on UI solutions--saving hours of development time.
- Conducted user research activities across organizational boundaries.
- Presented research, wireframes, and prototypes to communicate design solutions to executives, stakeholders, and developers to help evolve concepts, define, manage, and prioritize work.
- Mentored junior UX designers.
- Led design efforts with development teams to establish a shared design system and component library in Invision DSM and Storybook.
- Interviewed and assisted in the hiring process of team members to fill team skill gaps.
- Led efforts in analyzing and implementing new tools and design processes for the UX team.
- Tested developed UI using Docker to assist with quality reviews and usability of designs before "go-live" dates.

May 2016

April 2018

Identity Guard, Senior Web/Graphic Designer

Created UI designs for two Identity Guard websites simultaneously to improve user experience, incorporate responsiveness, and highlight new products and features, which in four months after launch (March 2018), there has been a 421% increase in landing page conversions.

- Co-produced the user interface for the Identity Guard mobile and web app in collaboration with the product development team.
- As lead designer, mentored and art directed a junior designer and 4 contract designers.
- Contributed to the evolution and strategy of design policies and practices in the implementation of standards, color, typography, artwork, and all other visual expressions of the brand.
- Supported the sales force through the development of brand integrated collateral to help generate leads, convert high profile prospects including IBM Watson, Comcast and Verizon.

2011

Present

Freelance, Visual, UI, Graphic & Web Designer

Developed branding, responsive emails, print and digital assets and cross-platform social media campaigns, to exceeding client's goals. Designed and implemented HTML & Wordpress websites for clients worldwide remotely.

2015

2016

MOTD Cosmetics, Graphic Designer

Designed marketing materials including responsive emails, web ads, print collateral, banners, business cards and social media graphics to establish brand unity. These graphics include the brand's top selling accessory to product line.

2015

2016

Restoration Industry Association, Marketing Assistant

Developed and executed marketing campaigns with multiple association touch-points including print, direct mail, web through Drupal, email, newsletters with a circulation of 8,000+, and social media channels to support Association's educational courses, tradeshow, and products.

EDUCATION

2019

Pragmatic Institute, Certified - Foundations

2018

Scaled Agile Inc, Certified SAFe® 4 Scrum Master

2017

General Assembly, User Experience Circuit

2015

The Art Institute of Pittsburgh, B.S., Graphic Design

2009

Northern Virginia Community College, Communication Design

2007

University of Maryland, Baltimore Co., Biology

2004

Community College of Baltimore Co., Biology