

HELLO

My name is Emily Kimble and I am a Digital Designer and **UX STRATEGIST.**

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01 EXPERIENCE

- October 2018 – Present** **Rosebud Studio LLC** / Owner & Design Consultant
- Independent freelancer building better digital brand experiences.
 - Designed internal design systems and processes cutting client's project costs by 50%.
 - Generated over \$100,000 net income in first year of business.
- October 2016 – 2018** **Brand Value Accelerator & Rocket Code (Acquired)** / Digital Designer
- Led projects and pitched creative ideas to brands from startups to Fortune 500 companies.
 - Built and iterated on an e-commerce design system with reusable UI components.
 - Increased brand conversion rates through user testing and design iterations.
- June 2015 – October 2016** **Rocket Code** / Associate Digital Designer
- Seventh employee and second Designer at Rocket Code; established creative processes.
 - Referred three employees to the digital team; doubled the size of the design team.

02 EDUCATION & INVOLVEMENT

- July 2015 – December 2015** **Startup Weekend** / Event Organizer
Columbus, Ohio
- August 2011 – May 2015** **Ohio University Scripps College of Communication** / Interactive Design
Athens, Ohio

03 ABOUT ME

- Tools** Adobe Creative Suite, Figma, Google Analytics, HTML & CSS, InVision, Principle, Sketch
- Skills** Analytics, Application Design, Email and Marketing Design, Prototyping, Responsive Design, User Experience Design, User Interface Design, User Research, User Testing, Web Design
- Former Clients** Ann Marie Gianni, Athletic Propulsion Labs, Bombas, Chubbies Shorts, Dr. Axe, GPen, Homage, Journelle, Lauren James, Qalo, Rebecca Minkoff, Scotts Lawn Care, and many more.