Kim Cagle
Graphic + UX Designer

✉ kimlee.cagle@gmail.com

🔳 www.kimmly.com

Skills

Design
- UX research + Strategy
- UI Design
- Graphic Design
- Wireframing + prototyping
- Photography + editing
- Presentation design

Tools
- Figma
- Adobe Creative Suite
  (AI, PSD, InD, XD, Premiere Pro)
- Canva
- Webflow
- Wordpress , Wix, Squarespace
- Basic HTML/CSS

Practical
- Project management
- Presenting
- Cross-functional communication
- Quick learner
- Efficient
- Adaptable

Education

Indiana University Bloomington

B.A. Environmental & Sustainability

Minors in Media & Creative Advertising, Psychology and Anthropology

Experience

Senior Designer + Office Assistant   May 2023 - Present
The Century Foundation

Led end-to-end UX and digital design initiatives across web, social, and event platforms. Collaborated with cross-functional teams to improve usability, enhance brand consistency, and communicate complex ideas through clear, engaging visuals.

- **Directed a 3-phase UX improvement initiative** across multiple microsites, including audits, stakeholder interviews, and full redesigns.
- **Collaborated with developers** to enhance TCF's website and proposed adoption of Figma for team-wide design alignment.
- **Created cohesive branded assets** across digital and print, including presentations, social media graphics, and event collateral.

UX Designer + Art Director   Jul. 2021 - Mar. 2023
Ideas Made Measurable

Lead the strategic development of web and campaign design solutions, conduct design workshops, collaborating with cross-functional teams, participating in design-thinking workshops, synthesizing qualitative and quantitative data, and ensuring a balance between brand goals and user needs for impactful and emotionally resonant user experiences.

- **Strategize + develop design solutions** for enhanced web experiences across the marketing landscape.
- **Collaborate with diverse teams**—leading design workshops, adhering to brand guidelines + balancing brand goals with user needs.
- **Established a weekly virtual break room** to boost morale and foster community.

Graphic Designer   Jul. 2020 - Jun. 2021
Roadside Dental Marketing

Designed branded marketing assets for Roadside and its clients including social media posts, lead magnet pdfs, blog graphics, infographics, and web graphics. Used Adobe Acrobat to make contracts and workbooks interactive.

- **Designed social media templates** for Roadside clients to post on their social media.
- **Created engaging social media videos** using After Effects and Premiere Pro.

Graphic Design Intern   Aug. 2018 - Nov 2019
Indiana University Arts & Humanities Council

Designed branded marketing assets including social media posts, posters, banners, digital advertisements, signage, and brochures. Managed two of the Council's highlight segments on their WordPress site.

- **Designed event materials** for campus and city-wide events like First Thursdays and Granfalloon.
- **Served as the face of the organization**, participating in tablings at small + large scale events