Kim Scerbinski

Product Designer

I shape user experiences through research and design, turning complex problems into intuitive interfaces that balance user needs, business goals, and technical constraints.

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WORK EXPERIENCE

Polimorphic

Design Lead / Senior Designer (Mar 2022-Aug 2026)

- Led product design and helped shape product strategy for 10+ core platform capabilities, simplifying local government workflows while improving accessibility and service delivery for residents.
- Supported company growth through product design and innovation, contributing to a successful Series A funding round and scaling adoption from 3 to 100+ municipal clients.
- Conducted generative and evaluative research studies with residents, city administrators, and stakeholders to uncover needs, understand workflows, and determine priorities.
- Established UX practices through research, journey mapping, design workshops, and usability testing to drive cross-functional collaboration and align on product strategy and feature development.
- Designed UI around user needs, including responsive layouts and accessibility requirements.
- Improved product consistency and reduced design-to-development time by 30% through establishing a design system.

Rita Creative Lab

UX Designer (Sept 2021-Aug 2022)

- Led UX audits and website optimization initiatives focused on increasing engagement and discoverability.

Pride Places

Product Designer (Oct 2021-Jan 2022)

- Conducted user research and designed community-focused digital experiences that improved visibility and interaction for an LGBTQ+ networking organization.

Kim Scerbinski Design

Independent Consultant, Product & Fashion Design (2008-2022)

- Provided product research, strategy, and design for clients across technology, government, retail, and consumer brands, including Eko, Target, Jessica Simpson, and Isaac Mizrahi.
- Used user and stakeholder research, sales and market data, competitive analysis, and trend research to identify customer needs and translate insights into product opportunities.
- Developed concepts through sketching, prototyping, testing, and iteration to present to stakeholders and clients.

EDUCATION

UX Academy Design Certificate
DesignLab (Jan 2021-Oct 2021)

UX Foundations
DesignLab (Dec 2020-Jan 2021)

Associate in Applied Science
Fashion Institute of Technology, NY, NY

SKILLS

Technical

UX & UI
Design Thinking
Quantitative & Qualitative Research
IA & Sitemaps
Interaction Design
Task Flows & User Flows
Wireframing and Prototyping
Usability Testing

Software

Figma
Adobe Illustrator & Photoshop
Miro
Webflow
Linear
Lovable
Devin AI
Claude Design

CERTIFICATIONS

Interaction Design Foundation
(Mar 2020-Jan 2021)

Design Thinking
User Research Methods
Human-Computer Interaction
UI Design Patterns for Software