

Kim Scerbinski

Product Designer

I shape product strategy and user experiences through research, UX, and UI design, turning complex problems into intuitive solutions that balance user needs, business goals, and technical constraints.

WORK EXPERIENCE

Polimorphic

Design Lead (March 2022- Present)

- Drive product design and strategy for a civic technology platform, designing 10+ core platform capabilities that simplified government workflows while improving accessibility and service delivery for residents.
- As the sole designer, helped scale adoption from 3 to 50+ municipal clients through product innovation and UX improvements, contributing to a successful Series A raise.
- Conduct generative and evaluative research studies with residents, city administrators, and stakeholders to uncover workflow needs and translate insights into product strategy and user interfaces.
- Established UX practices by introducing research, journey mapping, design workshops, and usability testing to drive cross-functional collaboration and align on product strategy and feature development.
- Created the company's first design system, reducing design-to-development time by an estimated 30% and improving product consistency.

Rita Creative Lab

UX Designer (Sept 2021- Aug 2022)

- Led UX audits and website optimization initiatives centered on business goals of 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 government agencies, enterprise software companies, nonprofits, technology companies and startups.
- Analyzed sales data, market research, trend forecasts, and customer needs to develop products that met business goals while balancing price, delivery, and technical constraints.
- Performed competitive and trend analysis, stakeholder interviews, sketching, prototyping, and user testing aligned with business goals for clients including Target, Jessica Simpson, and Isaac Mizrahi.

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EDUCATION

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

UX Foundations
DesignLab (Dec 2020- Jan 2021)

Associate Degree 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

CERTIFICATIONS

Interaction Design Foundation
(March 2020- Jan 2021)

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