



KIM SAWYER EGIR

www.ksedesign.com

Experienced and dedicated UX - Visual designer with over 15 years of experience in Higher Education and Public Sector projects, committed to crafting more impactful design solutions. Bachelor's degree in Visual Communication Design and formal training in User Experience Design. Skilled with all industry standard design software including Adobe XD, Figma, Illustrator, Sketch, and more.

Design Lead

Planeteria Media; 3/2022– present

- Lead site walkthrough sessions with new clients, effectively identifying the needs and preferences of their users and relevant stakeholders.
- Create design deliverables for the life-cycle of the project including discovery, architecture and design with emphasis on Visual Design, in the form of Sitemaps, Wireframes, and High Fidelity Mock-ups.
- Ensure all user interfaces are not only aesthetically pleasing, intuitive and responsive, but that they also adhere to ADA and WCAG guidelines.
- Utilize all standard design software including Figma, Adobe XD, Adobe Creative Cloud and more.
- Present design deliverables to clients on a weekly basis to articulate why certain design decisions were made based on actionable items uncovered in the discovery phase.
- Manage multiple project timelines and deliverables simultaneously, up to 7 projects at a time.
- Prepare detailed Development Specs for handover to the development team, ensuring accurate implementation of design.
- Participate in functionality meetings to convey information or insight to the development team that ensures the client's vision is realized during BETA presentation and testing.
- Facilitate the onboarding, training, and management of other designers within the team, overseeing a current team of 2 Designers.

Freelance Designer

California State Polytechnic University, Pomona - CalPoly Pomona; 11/2019– Present

- Organized a comprehensive four-phase redesign initiative for the College of Business's website, focusing on Research, Planning, Implementation, and Testing in order to enhance usability and incorporate new university branding.
- Consolidated six existing Commencement programs into a single streamlined program, significantly reducing resources required for updates and printing.
- Create the University's Commencement Ceremony program on a yearly basis, since 2021.
- Created the Strategic plan and Business School Accreditation Report for the College of Business and Administration 2019-2020
- Create various marketing materials for various campus events including flyers, ads, digital badges, presentations, etc.

Multimedia Specialist

University of California, Irvine; Claire Trevor School of the Arts, Irvine, CA; 8/2018– 7/2019

- Spearheaded the creation of the 40+ page inaugural issue of the quarterly events magazine for digital and printed distribution
- Created digital content for the School of the Arts website, Social Media and other campus-wide applications as needed.
- Generated a diverse range of marketing materials to promote the School of Performing arts and it's 200+ yearly campus events, including Theatre production programs, posters, digital ads, program pages for prospective students, venue graphics, general event ads, flyers, programs and other promotional collateral to effectively highlight campus programs and activities..

Freelance Designer

1/2009 - 3/2022

- Produced marketing and digital designs for a diverse range of freelance clients on both ongoing and per-project bases.
- Designed various creative assets including logos, branding materials, flyers, brochures, book covers, packaging, CD and DVD packaging, event promotion materials, infographics, presentation decks (PowerPoint), web and digital content, and more.
- Delivered high-quality design solutions tailored to meet the unique needs and preferences of each client, ensuring consistency with their brand identity and messaging.
- Demonstrated versatility and adaptability across different design mediums, platforms, and project scopes, to achieve clients' desired outcomes.

Technical Graphic Designer

Add Energy, Stavanger, Norway; 7/2012– 8/2013

- Developed graphics derived from technical drawings to support web-based training modules for newly hired offshore oil installation employees, ensuring clarity and effectiveness in conveying complex concepts.
- Established and managed a comprehensive library of graphic symbols, facilitating easy access and consistent usage across training materials.
- Revamped the online training portal website for employees accessing training resources remotely.
- Conducted document research utilizing SAP and LiveLink platforms, gathering relevant information to support training content development.

Graphic Designer

The Colburn School, Los Angeles, CA; 9/2007–12/2008

- Created all marketing materials as needed to promote campus events
- Solely responsible for creating the quarterly events calendar for the community school and Conservatory of Music
- Designed department-specific event advertising materials and evergreen promotional materials.
- Crafted class schedules, dance studio signage, and large campus display graphics.

Senior Graphic Designer

Red Mountain Group, Santa Ana, CA; 4/2007–9/2007

- Produced a wide array of marketing materials, including leasing flyers, reports, directories, web graphics, signage, promotional items, barricade and construction site graphics, and more.
- Collaborated with the Marketing team to maintain consistent graphic standards across all materials
- Provided oversight of the Jr. Graphic Designer's work.

Graphic Designer

CIM Group, Hollywood, CA; 9/2004–3/2007

- Created all standard marketing materials as well as maps, RFPs, Photoshop renderings, and tradeshow graphics.
- Evaluated, selected, and managed outside design firms to ensure consistency in branded products, timelines, and project scope.

EDUCATION

DesignLab - UX Academy

Certificate of Completion: January 2020

Earned a certificate of completion after completing 480 hours of coursework to develop core skills in UX Design, including:

- User Research
- User interviews
- Research synthesis
- Empathy maps
- Personas
- Storyboards
- User flows
- Site maps
- Wireframes
- Responsive design
- UI kits
- Information Architecture
- User Interface design
- Rapid prototyping
- User testing

Visual Communications Design | Bachelor of Arts Degree, 2003

Purdue University, West Lafayette, IN

Minor: Communications, Art History

- Typography
- Identity systems
- Logo/branding
- Packaging
- Environmental graphics
- Way-finding
- Web design
- Interactive animation
- Posters, brochures, ads, flyers

SOFTWARE SKILLS

- Figma
- Adobe Creative Cloud
- Adobe XD
- Sketch
- InVision
- Marvel
- Zeplin
- Slickplan
- Illustrator
- InDesign
- Photoshop
- HTML, CSS
- Slack
- Monday.com Work Management