
CONTACT

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[LinkedIn](#)

SKILLS

User Experience Design

Experience Strategy

Service Design

Customer Experience

Interaction Design

Information Architecture

Competitive Research

User Discovery

Usability/User Research

EDUCATION

M.A. Cultural Anthropology

University of California,
Santa Cruz

Visual Anthropology

Graduate Studies

University of Southern
California

B.A. Political Economy

University of California,
Berkeley, graduated with
honors

SUMMARY

- User experience design and strategy for multi-channel and omnichannel initiatives
 - Creative problem solver who balances user goals & needs, business requirements and development realities
 - Seasoned communicator who knows how to tell the story different ways for different audiences
 - Self-starter who works with a wide range of clients, teams and industries
 - 15+ years experience designing successful applications and websites
 - Full product life-cycle experience
 - San Francisco Bay Area local
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USER EXPERIENCE CONSULTANT 1999 - present

Macy's & Bloomingdale's - Digital In-Store *through agency: Simplicit 2011 - present*

User Experience Lead for Omnichannel / Digital In-Store initiatives at Macy's & Bloomingdales, supporting a growing portfolio of context-specific, role-based applications for customers and store associates.

Responsibilities include:

- UX, CX, and Service Design: designing for customer & associate use as well as production processes.
- Pilot to Platform: leading design from pilot applications to on-going & iterative platform development.
- User Research: conducting user discovery, usability and in-store research.
- Full Life Cycle: participating in full product life cycle - strategy, design, creative/content, authoring & QA.
- Collaboration: working closely and collaboratively with internal teams, partners & external vendors.
- Cross-Device: designing for multiple devices, including iPads, Windows Tablets, iPhone/iPod Touch.

Charles Schwab *through agency: Spring Studio 2012*

User experience design for Schwab Advisor Center application for the iPhone and updates to the main site.

FORA.tv *through agency: Touch Adventures 2011*

User experience design & consultation for FORA.tv companion apps on the iPad and the iPhone. Applications included memberships, video download and playback.

EduTone *through agency: Boldium 2011*

User experience design for an Android application that provides Single Sign On access to a portfolio of web apps and accommodates a wide range of Android devices, from phones to tablets.

Touch Adventures *direct client 2011*

User experience design for various iPad applications including:

- FriendsPhotos [iTunes](#)
Photo viewing iPad application that connects with Facebook.
- MathWise [iTunes](#)
An educational iPad application for kids with teacher/parent analytics.

AT&T *through agency: CITIZEN 2010 - 2011*

Researched, wrote and edited content for a complete revision of AT&T's mobile user experience guide, "User Experience Design (uXd) Style Guide" for use by mobile OEM partners & internal audiences.

ClipZone *through agency: Conspiracy Media Group 2010*

User experience design, usability testing, user research and design strategy for a geolocation-based multi-channel service (mobile applications and associated website).

- Web application
- Blackberry Bold application
- Blackberry Storm application
- iPhone application

Landmark Education *direct client 2000 - present*

Long-term consulting relationship providing user experience design, strategy, customer experience design, interaction design and more for a mobile application and multiple web properties.

Alltel *through agencies: moc10 & Campbell-Ewald 2007-2011*

User experience design, interaction design, information architecture, user research, content strategy for:

- Mobile website: creation of mobile-optimized Alltel Mobile Software Solutions website for sales.
- Main website and intranet: full redesign of main customer website and intranet.
- Alltel Mobile Software Solutions: marketing website with enhanced access for sales associates.
- Alltel Partner Program: a multi-tiered website for mobile application development partners.

Feast *agency 2004 - 2011*

Interaction and user interface design, information architecture, content strategy and creation, ecommerce and registration customization with this Sonoma-based agency that specializes in winery and wine-related websites. Clients include:

- **Duckhorn Wine Company** www.duckhorn.com & mobile optimized site mobile.duckhorn.com
- **Vérité Wines** www.veritewines.com
- **La Jota Vineyard Company** www.lajotavineyardco.com
- **Patz & Hall** www.patzhall.com
- **Lancaster Estate** www.lancaster-estate.com
- **Presqu'île Wines** www.presquilewine.com
- **J Vineyards & Winery** www.jwine.com
- **DFV Wines** www.dfvwines.com, www.gnarlyhead.com, www.337wine.com, www.delicato.com, www.loredonawine.com, www.twistedwine.com, www.botabox.com

McKesson *through agency: Brain Traffic 2010*

Information architecture and stakeholder research as part of a Content Strategy project.

Samuels and Associates *through agency: RadicalFusion 2010*

Interaction and user interface design for FoodBEAMS, an online application for data collection & reporting.

Sony | PlayStation *through agency: moc10 2004-2009*

Long term relationship with marketing and support departments. Work includes: user experience design, strategy, concepts, research, competitive audits, user research, content strategy, creation and editing.

Projects include:

- PlayStation US main site
- PlayStation Knowledge Center
- PlayStation Store
- PlayStation Loyalty programs

Eli Lilly *through agency: HealthEd Interactive 2006*

Interaction and user interface design, information architecture, user research, content strategy for:

- Health Insights for Women, a website providing health information specifically for women.
- Depression: Real Stories, an award winning (including a 2007 Webby Award) website .

Genentech *through agency: Kadium 2005-2006*

Interaction and user interface design, information architecture, user research, content strategy, creation, editing and management for several drug-specific reimbursement information websites.

Morrison Foerster *through agency: Kadium 2005*

Interaction and user interface design, information architecture for this law firm's website redesign.

KQED *direct client 2000 - 2001*

Full site design for KQED Education Network's website about KQED's TV production, The Fillmore.

415 PRODUCTIONS

 2000 - 2003

Website interaction and user interface design, information architecture, strategy, competitive audits, user research, content strategy, management and creation for leading web design firm based in San Francisco.

Key projects include:

- **Library of Congress - America's Story from America's Library** www.americaslibrary.gov
An award winning educational website for kids.
- **Library of Congress - Wise Guide** www.loc.gov/wiseguide
A Flash-based monthly web magazine highlighting items and facts from the Library.
- **San Francisco Symphony - SFSKids** www.sfskids.org
A music education Flash-based website for kids, nominated for a 2002 Webby Award.
- **Sony | PlayStation**
Full redesign of the main U.S. Playstation.com website.
- **Credit Suisse Asset Management**
Extranet site, delivering digital portfolio information to clients, plus international localization of sites.
- **Interlochen Center for the Arts**
Major arts center website redesign to gracefully integrate and promote all parts of the organization.