

Portfolio

<https://kimberlydiane.com>

Contact

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4611 W 3rd St
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Creative & Design Skills

- Graphic Design & Branding
- UI/UX Design & Prototyping
- Typography & Layout Design
- Motion Graphics & Video Editing
- Print & Digital Media Production
- Concept Development
- Visual Storytelling

Software Proficiencies

- Adobe Creative Suite
- Figma, Sketch, and Adobe XD
- Canva & Other Design Tools

AI & Tech Integration

- AI-Assisted Design & Automation
- AI-Powered Image & Video Generation
- AI-Enhanced Copywriting
- Content Strategy
- AI-Powered Data Analysis
- Trend Forecasting
- Process Optimization
- Learning Management Systems (LMS)
- Workflow Automation with AI

Leadership & Strategy

- Creative Direction
- Team Leadership
- Brand Strategy
- Identity Development
- Cross-Functional Collaboration
- Design Thinking & Problem-Solving
- Project & Workflow Management
- Vendor & Freelancer Coordination

Kimberly Pigeon



Website Expert | UI/UX Aficionado | Branding Geek

Driving business growth through strategic design, I bring over 17 years of experience in branding, website design, and UI/UX principles. I craft impactful digital experiences by effectively solving complex problems, engaging audiences, and transforming initial visions into clear, actionable strategies.

Experience

Senior UI/UX Designer | Phase2 Technology

September 2022 - Present

As a Senior UI/UX Designer at USCIS (DHS), I lead the end-to-end design process for complex, form-heavy government applications, directly enhancing efficiency and proficiency by creating seamless, intuitive digital experiences for users. I specialize in developing original UI components, web pages, illustrations, and infographics, balancing aesthetics and functionality through user research, wireframing, prototyping, and usability testing to translate complex needs into innovative solutions. Collaborating closely with cross-functional teams, I align design strategies with business objectives, leveraging expertise in Figma, Adobe XD, Sketch, and front-end design principles to deliver high-quality, scalable designs that significantly increase user satisfaction, engagement, and conversion rates.

Founder & Freelance Designer | Kimberly Diane, LLC.

April 2021 - Present

I drive comprehensive business growth strategies for small to medium-sized businesses, managing the entire client lifecycle from initial sales and consultation to final product delivery and client training. I specialize in creating rapid growth strategies through the development and implementation of impactful websites, compelling marketing materials, and cohesive branding solutions, leveraging expertise in WordPress and the Adobe Creative Suite (Illustrator, InDesign, Photoshop) to deliver visually compelling and results-driven solutions.

Creative Director | BNG Team

September 2012 - April 2021

As Creative Director at BNG Team, I spearheaded the Creative and Branding Department, overseeing the strategy, development, and execution of marketing campaigns to ensure brand consistency and audience engagement. I directed company-wide advertising initiatives, crafting compelling campaigns that aligned with the brand's vision and business objectives. By continuously monitoring and refining internal brand strategies, I strengthened brand loyalty and positioned BNG Team for sustained growth. Additionally, I developed and optimized sales presentations, marketing materials, and brand assets, playing a key role in defining and implementing brand standards across the organization to foster a unified and impactful visual identity that successfully enhanced brand awareness, market positioning, and overall company growth.