

Kimberly Pigeon

Design Executive | Business Strategist | AI Implementer

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SUMMARY

Design executive with 17 years of experience blending high-level brand storytelling with complex product architecture for millions of users. Expert in modernizing cross-platform ecosystems and architecting scalable Design Systems that drive social engagement and transactional ROI. Proven track record of leveraging AI-assisted workflows and design to create "future-forward" consumer experiences.

CORE COMPETENCES

Cross-Platform Strategy Behavioral Economics & Consumer Psychology

UI/UX Design Design Systems Team Leadership Social Commerce

AI-Assisted Workflow Automation

EXPERIENCE

Lead Product Designer

Phase2 Technology

September 2022 - Present

- Led end-to-end redesigns of high-volume applications, implementing modern interaction models to achieve a 25% reduction in completion time.
- Engineered a unified component library, standardizing UI patterns and micro-interactions to increase design consistency and engineering velocity by 60%.
- Directed discovery sprints and A/B testing centered on user trust and engagement, driving a 50% increase in application submission rates.
- Partnered with Engineering leadership to navigate complex requirements and ensure 100% WCAG compliance across all touch-points.

Freelance Designer & Strategist

Kimberly Diane, LLC.

April 2021 - Present

- Operated as Lead Designer & Strategist for 10+ clients, specializing in marketplace and social connection models that bridge utility and brand culture.
- Delivered bespoke architectures that yielded a 30% increase in lead generation by optimizing discovery, browsing, and transactional flows.
- Consulted on AI-assisted recommendations and emerging tech workflows to modernize digital operations for growth-stage businesses.
- Integrated Generative AI tools (LLMs and image generation) into the discovery and rapid prototyping phases, accelerating design delivery cycles by 30% while maintaining high-fidelity craft standards.

Creative Director

BNG Team

September 2012 - April 2021

- Spearheaded brand-led product strategies that transformed market positioning and fostered community engagement across all digital channels.
- Established centralized design governance, acting as the final authority on visual craft, motion, and interaction standards for the entire organization.
- Mentored cross-functional teams in data-driven design, elevating the quality of craft and user-centricity across marketplace initiatives.

KEY ACHIEVEMENTS

Social Commerce & Marketplace Transformation

Architected a cross-platform e-commerce ecosystem that prioritized discovery and community engagement, driving an **11% surge in platform traffic** and an **8% growth in the active user base**.

Performance-Driven User Acquisition UX

Speared the end-to-end redesign of a patient acquisition platform, leveraging human-centric design patterns to achieve a **33% boost in organic search discovery** and a **32% increase in new user onboarding**.

Enterprise System Optimization (USCIS/DHS)

Engineered a comprehensive overhaul of high-complexity government software, utilizing systemic design thinking to **reduce reviewer decision time by 27%** and **cut critical user errors by 15%**.

EDUCATION

North Dakota State University

BFA in Visual Arts, Web Design, & Psychology

2005 - 2010

- A multi-disciplinary foundation focused on the intersection of aesthetic excellence, technical feasibility, and human behavior.

CERTIFICATES

Google AI Essentials

Google

Issued: February 2025

Introduction to Generative AI

Google

Issued: February 2025

Digital Media Campaigns

Maryville University of Saint Louis

Issued: August 2021

Mimic Social

Stukent

Issued: August 2021

Advanced Google Analytics

Google

Issued: July 2021

Google Ads Search Certification

Google

Issued: June 2021