

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.

Experience

Owner & Principal Designer

Kimberly Diane, LLC | April 2021 - Present

- Operated as Lead Product Designer 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.

Lead Product Designer

Phase2 Technology | Sept. 2022 - June 2026

- 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**.

Creative Director

BNG Team | Sept. 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.

Core Competences

UI/UX Design Design Systems Team Leadership

Cross-Platform Strategy Social Commerce

Behavioral Economics & Consumer Psychology

AI-Assisted Workflow Automation

Certificates

◆ Google AI Essentials
February 2025

◆ Introduction to Generative AI
February 2025

◆ Digital Media Campaigns
August 2021

◆ Mimic Social
August 2021

◆ Advanced Google Analytics
July 2021

◆ Google Ads Search
June 2021

Education

North Dakota State University

BFA: Visual Arts, Web Design, Psychology
2005 - 2010

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