GREGORY KIMBRELL

UX DESIGNER, RESEARCHER, WRITER

CONTACT

📞 +1 804-833-7418

✉️ gregory.kimbrell@gmail.com

in linkedin.com/in/gregory-kimbrell/

PORTFOLIO

📁 gregorykimbrell.com/design/

EDUCATION

Certificate, UX Design
Springboard
2023–2024

MFA, Creative Writing
Virginia Commonwealth University
2008–2011

BA, Philosophy
College of Charleston
2000–2004

SKILLS

DESIGN

Design Thinking • Creative Ideation • Sketching • Storyboards • User Flows • Information Architecture • Wireframes • Prototyping • Design Sprints

RESEARCH

Competitive Analysis • User Surveys • User Interviews • User Personas • Journey Mapping • Usability Testing

TOOLS

Figma • Photoshop • Illustrator • InDesign • Canva • Miro • Marvel POP • Optimal Workshop • Drupal • Google Workspace • AI Brainstorming Tools

PROFILE

UX designer, researcher, and writer with a background in poetry and 14 years' experience in communications at research institutions. Brings to UX intellectual curiosity as well as joy in experimentation and problem solving.

EXPERIENCE

Communications Manager

Brown University, Cogut Institute for the Humanities   10/2021–present

Develop user-centered media strategies to advance research and learning at the university. Conduct user research, write public-facing copy, and design annual reports, web pages, newsletters, posters, and social media graphics.

- Have grown digital outreach by ~500% and print outreach by ~300%.
- Have grown social media engagement by ~100% across 4 platforms.

Product Designer

Velocified   08/2023–09/2023

Led a team in designing a learning management system for a corporate training startup. Translated company specs into sketches and wireframes for 3 distinct user types and conducted 2 group feedback sessions.

Asst. Director of Communications and Public Relations

Virginia Commonwealth University, VCU Libraries   09/2022–11/2023

Produced user-centered programming and promotional materials to increase community engagement and advance the educational mission. Oversaw reservable space open to the university. Promoted 3 times.

- Grew events output by ~4,000% to ~600 events per year, establishing the libraries as a national leader in academic library programming.
- Generated $5,000–10,000 annually in revenue through rental fees.

FEATURED PROJECTS

🖥️ **Velocified LMS** | Project Designer   08/2023–09/2023

📱 **GalleryPal** | Project Designer   07/2023

Executed a weeklong design sprint to produce a mobile app for museum visitors. Created and tested a high-fidelity prototype.

📱 **assistER** | Project Designer   09/2022–05/2023

Designed a mobile app for helping non-critical ER patients manage stress while waiting. Conducted user research, including 6 interviews and 3 rounds of usability tests, and created a high-fidelity prototype.