

# Gregory Kimbrell

UX Designer, Researcher, Writer, and Project Manager

## CONTACT

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Providence, RI

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## UX SKILLS

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User Research • User Interviews •  
User Personas • User Flows •  
Journey Mapping • Creative  
Ideation • Sketching •  
Storyboarding • Information  
Architecture • Wireframing •  
Prototyping • Usability Testing •  
Collaboration • Problem Solving

## UX TOOLS

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Figma • Photoshop • Illustrator •  
Canva • Miro • Marvel POP •  
Milanote • Optimal Workshop •  
Google Workspace • Zoom • Skype

## MANAGEMENT SKILLS

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Team Leadership • Recruiting •  
Training • Setting Goals •  
Overseeing Professional  
Development • Constructive  
Feedback • Presentations

## EDUCATION

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**Certificate, UX Design**  
Springboard

**MFA, Creative Writing (Poetry)**  
Virginia Commonwealth University

**BA, Philosophy, Minor in Creative  
Writing (Poetry)**  
College of Charleston

UX designer/researcher/project manager with 10+ years in communications. Brings to UX a fluency in many tools and creative modes, extensive experience with continuous improvement and collaboration, calm and good-humored leadership, and the ability to adapt best practices to the realities of a project.

## EXPERIENCE

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**Communications Manager** | 10/2021 – present

Cogut Institute for the Humanities, Brown University | Providence, RI

Develop constituent-centered strategies utilizing print and interactive digital media to connect students and faculty with the programming, courses, and funding opportunities of an institute devoted to interdisciplinary research.

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

**UX Design Lead** | 8/2023 – 9/2023

Velocified | Toronto, ON (remote)

Led a team of UX designers in designing a proprietary learning management system for a startup that facilitates training programs for complex organizations.

- Met a five-week development timeline, delivering an MVP on deadline.
- Ensured that the MVP met user needs, despite the team's limited access to user data, through intensive iteration and feedback from key stakeholders.
- **Case study:** gregorykimbrell.com/design/lms

**UX Design Fellow** | 9/2022 – 11/2023

Springboard | San Francisco, CA (remote)

Honed my UX design skills in an intensive bootcamp with instruction, one-on-one mentoring from an industry expert, and hands-on projects including:

- **assistER** (mobile app) | Mitigates long ER waits by giving noncritical patients and anyone accompanying them information that helps them to be more self-reliant while waiting. | **Case study:** gregorykimbrell.com/design/assister
- **GalleryPal** (mobile app) | Helps visitors to museums or art galleries explore solo and deepen their appreciation of art through augmented-reality and audio guides. | **Case study:** gregorykimbrell.com/design/gallerypal

**Assistant Director of Communications and Public Relations** | 12/2010 – 9/2021

VCU Libraries, Virginia Commonwealth University | Richmond, VA

*Promoted three times, beginning as Special Events Coordinator.*

Developed constituent-centered strategies utilizing communications and programming to increase engagement with a major research library system.

- Grew events output by ~4,000% to ~600 events per year, establishing the libraries as a city activity hub and a national leader in library programming.
- Generated \$5,000–10,000 annually in revenue through rental fees and built or extended valuable partnerships with divisions across the University.
- Planned event-related information architecture for two website redesigns.