

KIMBERLY MAROON

PORTFOLIO www.kmaroon.com

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capabilities

SOFTWARE

Adobe Creative Cloud
Final Cut Pro X
Figma
Sketch
InVision
Confluence/JIRA

SKILLS

UX/UI
product design
interaction design
information architecture
prototyping
wireframing
UX strategy
digital experience strategy
content strategy
brand strategy
user research
usability testing
augmented reality (AR)
digital marketing
cinematography
art direction
creative direction
writing
talent onboarding
employee development

education

Massachusetts College of Art + Design, Boston MA
MFA, Experience Design

University of Delaware
BS, Animal Science

NYU x Rolling Stone
Certificate: Multimedia Journalism
**in progress 2023/2024*

Professional Development
Pratt Institute, Institute of Contemporary Photography,
Delaware College of Art + Design

work experience

Northeastern University
Adjunct Professor - Interaction Design
September 2023 – present
Present course curriculum to a class of undergraduate students, conduct discussions and critiques on students' project work.

SharkNinja
Senior UX Designer (contract)
February 2024 – present
Conduct user experience and UX strategy activities within the US Digital Experience Team for Thirsti product; deliver solutions to optimize the DTC experience of the NinjaKitchen US site.

Publicis Sapient
Senior Experience Designer
July 2022 – March 2023
Lead experience design delivering results driven, transformative digital solutions for B2C clients. Partnered with strategy and CXI teams to uncover business needs, focus opportunity areas, gain stakeholder alignment, and define success metrics. Mentored emerging designers and contributed to talent onboarding activities. Clients: Ford, Fidelity, GoldmanSachs

Kimberly Maroon LLC
Photographer x Director x Designer
May 2016 – Present
Direct and produce photo and video content for commercial and editorial clients, branded content, and asset libraries. Consult clients on content, brand strategy, and identity.

Instrument Co
Senior Strategist, UX (contract)
October 2021 – January 2022
Lead digital experience strategy for BankBlackUSA within a team of producers, UX and visual designers, copywriters, and developers. Delivered guiding principles and content strategy for BankBlack's digital channels aligned with the their organization goals and to drive customer engagement.

Genuine
Senior Experience Designer
November 2020 – July 2021
Lead UX design, strategy, IA, user research, accessibility audits, and usability testing. Facilitated design workshops with agency teams. Clients: Mandiant, Lysol, Eisai, Edelman, Eaton IT

Foundation Medicine
Senior Experience Designer
October 2018 – October 2020
Managed design, discovery, and strategy within cross-functional teams. Gained stakeholder alignment, refined business goals and product definition, and leveraged actionable insights from user research to deliver impactful solutions for SaaS products in lab operations and medical reporting.

Duck Creek Technologies
Interactive Designer
January 2017 – October 2018
Lead design, research, and discovery within Agile teams to create innovative solutions for Digital Engagement, a suite of cloud-based applications for property and casualty insurance carriers, their agents and customers.

Optaros / MRM McCann
UX Designer
August 2016 – December 2016
Customized the DemandWare platform to design e-commerce experiences meeting the unique business needs of clients Kendra Scott, Spaulding, and Becca Cosmetics.

Apple
Designer, Retail Interactive
January 2015 – April 2015
Design solutions for internal and B2C mobile applications including the Pricing App, Apple Store App, and digital experiences for the annual Retail Leadership Conference.

