



RICHARD KIMBALL

(801) 884-7553 | richykimball@gmail.com | rkdesign.co



TALENTED HEAD OF UX/UI

VP of Design • Chief Design Officer • AI Design Specialist • Product Design Lead
User Interaction Design • Rapid Prototyping • AI Integration • Contextual Research
Advanced Research • Increased Revenue • Prototyped MVP Solutions • Expanded Audience Reach
Launched Successful Apps • Drove User Engagement • Delivered Key Insights • Refined Features

WORK EXPERIENCE

Zefr; Los Angeles, CA (Remote) — Oct 2021 – Present

Director of UI/UX Design

- Increased engagement 30% by implementing user-centered design strategies that strengthened product usability, experience quality, and audience interaction.
- Generated \$10M in additional monthly revenue by redesigning key product features to elevate user satisfaction, adoption, and overall platform value.
- Reduced operational costs \$200,000 by streamlining design processes and improving workflows, increasing team efficiency while maintaining product quality.
- Achieved 15% cost savings on a \$500,000 design budget through strategic vendor negotiations that optimized resources and strengthened delivery efficiency.
- Grew monthly revenue from \$10,000 to \$1M by improving product design for a walled-garden measurement platform within the ad-tech industry.
- Increased ad-tech revenue from 5% to 1,000% monthly through best-in-class UI/UX improvements that strengthened product value and commercial performance.
- Launched 5 successful product design projects within 1 year by guiding a design team through research, ideation, prototyping, and execution.
- Collaborated across 6 global regions spanning the US, Canada, UK, Israel, and APAC.
- Expanded AI-driven design capabilities by developing Claude-coded prototypes and managing specialized Claude skills to accelerate ideation and product innovation.
- Facilitated cross-functional workshops and presented design strategies to stakeholders.
- Directed all user research efforts by conducting varied analyses that informed product strategy.
- Optimized Pendo in-app guidance by managing user education, alerts, and contextual experiences that supported product adoption.
- Unified omnichannel experiences via AI-driven design initiatives that established cohesive interactions across products, platforms, and customer touchpoints.
- Own the full hiring lifecycle for design roles — writing job descriptions, designing challenges specific to the work, and building 90-day onboarding plans with quarterly check-ins — while managing transparently, with no surprises.

Dyno Nobel; Cottonwood Heights, UT (Hybrid) — Dec 2018 – Oct 2021

Director of UI/UX Design

- Delivered an MVP within 3 months by traveling to Perth and collaborating with blast engineers to map, storyboard, and prototype a catalyst meeting client requirements.

HIGHLIGHTS

5% → 1,000% Revenue

Monthly ad-tech revenue increase from UI/UX improvements

+30% Engagement

Engagement increase from user-centered design strategy

6 Regions

Global collaboration across US, Canada, UK, Israel & APAC

3 Teams Managed

UX teams directed across Zefr, Dyno Nobel & Grow

2 Promotions Given

Every designer I've hired has stayed at their company well beyond my own tenure there and two earned promotions under my management

EDUCATION

University of Utah

BFA, Graphic Design / Illustration

Salt Lake Community College

Associate's Degree

LANGUAGES

English • Spanish • Portuguese • Guarani

TECHNOLOGIES

Google Ads • TikTok Ads • Facebook Ads • Snap Ads • Figma • Miro • Figjam • FigmaMake & Agents • Adobe Photoshop • Adobe Illustrator • Adobe InDesign • Adobe XD • Adobe After Effects • Adobe Lightroom • Adobe Premiere Pro • Sketch • LogRocket • Fullstory • Pendo • Jira • Notion • Maya • Cinema 4D • Google Suite • MS Suite • Claude Code • Storybook • GitHub • Wordpress • Slack • Trello • Confluence • Apple MacBook Pro • Asana

SKILLS

UX/UI Leadership • Product Vision • Experience Architecture • User-Centered Methodology • Human-Centered Innovation • Intelligent Prototyping • Product Direction • UX Research • Experience Strategy • Interaction Design • Visual Communication • Interface Development • Product Discovery • Design Thinking • Ideation • Rapid Prototyping • Design Systems • Wireframing • Storyboarding • Journey Mapping •

- Optimized mining blast operations by partnering with teams across Bosnia, Australia, and the US to translate engineering needs into effective digital experiences.

University of Utah; SLC, UT (Remote) — Aug 2022 – Feb 2023

UX Bootcamp Instructor

- Taught 30 students 13 hours/week on end-to-end UX principles and basic web development, equipping learners with practical skills across the product design lifecycle.

Anonymo Labs; SLC, UT — Dec 2016 – Oct 2018

Sr. 3D/UI/UX Designer

- Built an avatar design system and prototype that enhanced personalization and engagement for the MySudo iOS privacy application.

Grow; Orem, UT — Jan 2016 – Dec 2016

Creative Director

- Built a BI dashboard that streamlined visualization and reporting, delivering team insights.
- Expanded UX and Marketing teams to enhance collaboration and drive innovative projects.

HireVue; South Jordan, UT — May 2014 – Jan 2016

Sr. Visual Designer

Prior Experience: RAIN — Junior Designer, Senior Designer

Information Architecture • Usability Testing • Experience Optimization • Customer Experience • Omnichannel Delivery • Design Operations • Process Optimization • Creative Direction • Team Leadership • Cross-Functional Collaboration • Global Collaboration • Stakeholder Engagement • Executive Presentations • Workshop Facilitation • Product Development