



South African born, London based problem-solver and strategic minded designer with the unwavering belief that design has the power to change lives.

EXPERIENCE

Nov 2018 - Present
London, UK

Bow & Arrow

White Space Digital
Innovation Consultancy
Creative Lead

I lead the UX/UI and product innovation briefs for clients such as **Amex, British Airways, Wall Street Journal** and **Fiserv**. This has given me the opportunity to work directly with c-suite clients and develop my leadership skills. Managing a team of designers and strategists, I drive the creative execution, as well as work collaboratively with the strategists to ideate, conduct user research, customer testing, and to develop the business and brand strategy.

Coaching is a large part of my role. As a mentor to two designers, I am responsible for keeping up with their progress and development helping them to set objectives and grow both personally and professionally.

I am also involved in the intern program. I joined to help improve it and head the recruitment: finding, screening and interviewing the next generation of creatives.

July - Nov 2018
London, UK

Stink Studios & AKQA

Freelance Senior
Digital Designer

Working as a freelancer, I had the opportunity to work on a range of clients such as **Google, Virgin Atlantic** and **Delta**, and to work with, and learn from, many talented people across multiple disciplines. Freelancing teaches you to be adaptable and resilient, quickly adjusting to new people, environments and ways of working.

Nov 2017 - July 2018
London, UK

Catapult Sports

A Wearable Sports Tech Startup
Freelance Creative Lead

As the lead App designer, I worked closely and collaboratively with a UX designer, sports scientists, developers and beta testers to design, build and launch **PLAYR Smart Coach**, in just 9 months. Taking an agile approach we did regular user testing, rapid prototypes and iterations to ensure a seamless and intuitive experience for the users.

Mar - Sept 2017
London, UK

Possible

Digital Designer

I spent 7 months refining my digital design skills and gaining valuable experience in UX, prototyping, designing with data, user testing and working closely with developers to rebuild the **SpecSavers** online booking system.

Oct 2013 - Dec 2016
Cape Town, SA

M&C Saatchi Abel

Integrated Designer

During my time at M&C I worked on a range of briefs that allowed me to develop a well-rounded skillset, from print to Digital, and a strong understanding of the design process, from ideation to execution. Advertising taught me how to tell a compelling story and the importance of human truth in everything that we do.

June - Aug 2013
New York, USA

Ruckus Marketing

Intern

As an intern I helped design and roll out the creative work for a variety of different clients and began to learn about the digital design world.



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EDUCATION

April - May 2016
Cape Town, SA

A friend of Design
HTML/CSS course

Sep 2009 - Mar 2013
Paris, France
& New York, USA

Parsons, The New School of Design
BFA, Illustration Major

April - July 2009
London, UK

Central St Martins
Orientation to Art & Design

HARD SKILLS

- UX Design
- UI Design
- Product design
- Sketch
- Figma
- Zeplin
- Prototyping
- Invision
- Principle
- Digital Design
- Graphic Design
- Adobe Creative Suite
- User Testing
- Information Architecture
- Data Analytics
- User Research
- Strategic thinking

REFERENCES

CEO & Founder,
M&C Saatchi Abel

Mike Abel
mike.abel@mcsaatchiabel.co.za

Creative Director,
Catapult Sports

Matt Ellis
mattellis987@gmail.com

AWARDS

2014
The Street Store



gold, bronze, 5 shortlist | gold, 2 silver, 2 bronze | gold, silver, bronze

2015
The Street Store



4 wood pencils | silver, bronze, 8 finalist | gold

2017
Stamps for Good



shortlist | finalist

SOFT SKILLS

- Collaboration
- Communication
- Presenting
- Leadership
- Coaching
- Emotional Intelligence
- Empathy
- Patience
- Resilience
- Curiosity

Kim is a rare talent. Calm, considered, logical in approach and entirely fresh and innovative in solutions.

Senior Strategy
Lead, Bow&Arrow

Tom Wilkes
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