



kim@brightlightwellness.com
Asheville, NC • 828.586.8881

Technical Skills

- Figma
- Adobe Creative Suite
- Javascript
- React
- Python
- Django
- HTML5 / CSS
- Command Line
- Git / GitHub

Hard Skills

- UX / UI Design
- Research
- Prototyping
- Writing
- Agile Development

Kim Leibowitz L.Ac, HHP

UX Designer and Software Engineer with background in Psychology, Business and Healthcare. Natural problem solver with experience in developing, leading, and executing programs that train and engage users. Innate ability to connect, build rapport and empathize with users to understand their needs and pain points.

Experience

2020 – 2021

Software Engineer | UX designer: *MOMENTUM LEARNING, DURHAM, NC*

- Utilized agile framework, project planning, weekly sprints, daily stand-ups, sprint reviews and retrospectives to improve project outcomes.
- Optimized remote collaboration tools improving communication and outcomes

2021–Present

User Experience Designer: *Freelance, Remote | Asheville NC*

- Conduct competitive audits
- Create empathy maps, personas, user stories, and user journey maps
- Create wireframes, mockups, and prototypes
- Conduct usability studies; Iterate on designs based on feedback

2015–2020

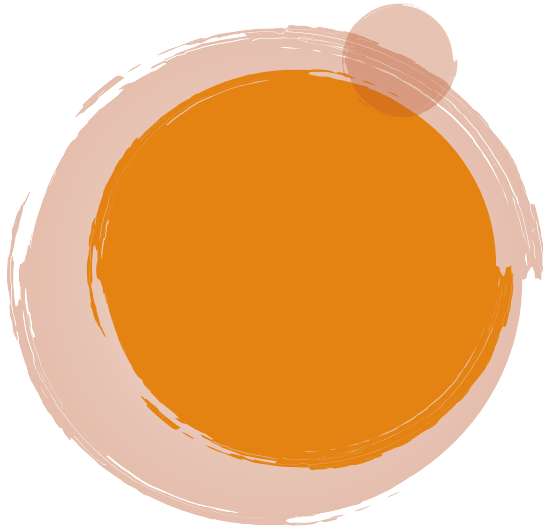
Founder / CTO: *Bright Light Wellness LLC, Asheville NC*

- Define product strategy and roadmap for outcomes-based workplace wellness platform
- Design, test and launch a wide variety of art assets including web layouts, email templates, print ads, social media ads, graphics, videos and pitch decks increasing customer acquisition by 10x in 6 months.
- Optimize existing design processes and create templates to enable rapid generation of creative assets increasing average graphic output per digital campaign by 100% without increasing timelines.

2011-2020

Corporate Trainer: *The Omni Grove Park Inn, Asheville NC*

- Working with hundreds of wellness professionals to create extraordinary experiences that exceed expectations with every guest interaction.
- Develop and implement multiple employee training programs and materials directly resulting in 30% reduction in workers comp claims and improved customer satisfaction ratings by 40%.



Soft Skills

- Empathy
- Communication
- Time Management
- Teamwork
- Leadership
- Detail Oriented
- Work Ethic
- Adaptability
- Emotional Intelligence

Education

- 2021** **Google Professional Career Certificate: Remote, USA**
• 200-hour Google User Experience Design Professional Certificate Program (currently enrolled)
- 2020** **Full Stack Web Development Certification:**
Momentum Learning, Durham NC
• Immersive full-stack coding bootcamp with emphasis in User Experience Design, Javascript, CSS, Python, and deploying responsive web applications in React and Django.
- 2005-2007** **Master's Degree: Oriental Medicine & Acupuncture**
Academy for Five Element Acupuncture, Hallandale, FL
- 2001-2002** **Holistic Health Practitioner 1000-hour Certification**
Heartwood Institute, Garberville CA
- 1993-1997** **BA Psychology**
State University of New York at Oswego, Oswego, NY
• Statistical Analysis, Industrial Organizational Psychology
- 1997** **Design & Technology Program: Exchange student**
University of Western Sydney, Australia
• Graphics, Photography, Illustration

Community Service

- 2017-2020** **Acupuncture Volunteer**
Mountain Regional Medical Reserve Corps
- 2014- Present** **Licensed Foster Parent**
Buncombe County Department of Social Services

Professional Organizations

- 2016-2019** *Asheville Area Chamber of Commerce*
2017-2020 *Mountain Regional Medical Reserve Corps*
2016-2019 *Wellness Council of America*

“Thanks for stopping by... [Check out my Portfolio!](#)”

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