

Kim Papillon

UI/UX DESIGNER

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[UX Design Portfolio](#)

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PROFILE

I am consistently fascinated by the intersection of human behaviour and design thus taking the next step into UX/UI design.

With previous experience in digital marketing and sharpened skills in understanding the multifaceted impacts of brand perception.

PROJECTS

Unclouded | UI/UX Designer

SEPT-DEC 2021, BrainStation /Capstone

An app for entry-level applicants to create ATS friendly resumes.

- Sketched solutions, designed and prototyped based on pain points in the current user experience

General Motors Hackathon | UI/UX Designer

NOV 2021, BrainStation /Hackathon

Collaborated with a team of data scientists and web developers to create a digital solution for GM's goal of Zero Emissions

- Audited and researched GM's current user experience and developed a digital solution for a user friendly car recycling program

EXPERIENCE

Brand Integrity Manager | Cha's Organics

JUN 2018 - 2021, MONTRÉAL, QC

- Managed Shopify inventory, created and maintained product pages to optimize website usability
- Collaborated with brand ambassadors and influencers for campaigns and sponsored content creation which grew social media presence
- Maximized ecommerce conversion by implementing new merchandising tactics and utilizing data which helped promote campaigns increasing sales

Social Media Strategist | Freelance

JAN 2020 - 2021, MONTRÉAL, QC

- Organized multi-brand giveaways and contests which grew local Montreal businesses social media presence
- Coordinated and staged food photoshoots as head photographer for content creation which maintained consistent branding for multiple campaigns

EDUCATION

BrainStation | Diploma Candidate, User Experience Design

SEPT 2021 - DEC 2021, ONTARIO, CA

Concordia University | Bachelors in Psychology

SEPT 2014 - 2018, MONTRÉAL, QC

Dean's List 2018

SKILLS

Sketch, Figma, Invision, Shopify, Square Online, Planoly, Later, Canva, MS Office, G Suite