

# KIPAYA KAPIGA

PRODUCT DESIGNER +  
CONTENT STRATEGIST

## CONTACT

kipaya.com  
hi@kipaya.com  
(857) 231 - 0593

## SKILLS

Prototyping, Iterating,  
Wireframing, User flows,  
Visual design, Interviewing,  
Concepting, Research,  
Customer journey mapping,  
Content design, Information  
architecture

## TOOLS

Sketch  
Figma  
Illustrator  
InDesign  
InVision  
Webflow  
Wordpress

## EDUCATION

### General Assembly

UX Design Immersive  
*Austin, TX*

### The College of Wooster

B.A. in International Relations  
*Wooster, OH*

## EXPERIENCE

### thirteen23

#### Associate Designer

Austin, TX • March 2020 - Present

In addition to client work, contributed to design team processes including ideating, concepting, wireframing, visual design, design pin-ups, retrospectives, design QA, and client presentations.

#### Design Intern

Austin, TX • September 2019 - March 2020

Client work included designing prototypes for an in-car audio experience for Bose and a mobile financial app for Visa, as well as co-facilitating a workshop to clarify project and design needs.

### General Assembly

#### UX Design Fellow

Austin, TX • May - July 2019

Designed a clickable prototype for an early-stage construction startup to help them secure funding. Methods included and user interviews, journey mapping, heuristic evaluations, wireframing, and user testing. Researched and created a concept rewards feature for an identity protection company.

### athenahealth

#### Senior Content Writer

Watertown, MA • January - April 2019

Produced collateral for Sales and Customer Success teams to use across 4 segments and 4+ service lines. Curated 100+ pieces of content across 3 portals and collaborated with Segment Marketing teams to identify and fill content gaps. Conducted regular metrics updates.

#### Content Writer

Watertown, MA • June 2017 - December 2018

Translated value positioning into compelling, relevant B2B content. Conducted in-depth client interviews to understand pain points and success stories to produce case studies that aligned with core messaging.

### Boston Children's Hospital

#### Marketing Content Writer

Boston, MA • October 2013 - May 2017

Managed the hospital's largest internal comms channel, publishing 800+ pieces of content annually for 16,000+ employees. Produced executive communications content for the Boston Children's Hospital's CEO and COO.