



# Tawona Chimimba

Product Designer

tawonachimimba.com  
tawona.chimimba@gmail.com  
Copenhagen, Denmark

## EXPERIENCE

### SITEIMPROVE - PRODUCT DESIGNER

Dec. 2019 - Present | Copenhagen, Denmark

- Leading the end-to-end design process across multiple product teams.
- Collaborating with developers and other stakeholders to ship meaningful experiences for customers that are aligned with the business goals.
- Defining accessibility requirements to ensure inclusive products are developed.
- Tracking data through Pendo to monitor user behavior.
- Redesigned the 'My Policies' page and the usage of the page and adoption of Policy have increased significantly.

### VERTIC - UX DESIGNER

Apr. 2018 - Nov. 2019 | New York, NY

- Lead the UX process in the digital transformation of corporate websites for Goldman Sachs, NOV, Akamai, and Hyster-Yale.
- Collaborated with a cross-functional team of project managers, strategists, visual designers, and developers to develop scalable solutions.
- Involved in initiatives to define our modular design system to streamline the workflow between design and development.

### HS AD NORTH AMERICA - DIGITAL DESIGNER

Jan. 2016 - Sept. 2017 | Englewood Cliffs, NJ

- Collaborated with creative directors, strategists, copywriters & developers to launch digital campaigns for LG Home Electronics and Home Appliances.
- Assisted in the design and development of LG's top tier OLED TV 2016 campaign.

### BUERO NEW YORK - GRAPHIC DESIGN INTERN

Feb. 2015 - May 2015 | New York, NY

- Conducted research and developed branding for the agency's international fashion and beauty clients.

### DIGITAS HEALTH - GRAPHIC DESIGN INTERN

Apr. 2013 - Sept 2013 | Philadelphia, PA

- Developed interactive banner ads using timeline animation and ActionScript 2.0 coding in Adobe Flash.

## EDUCATION

### GENERAL ASSEMBLY

Sept. 2017 - Dec. 2017 | New York, NY  
UX Design Immersive Program

### DREXEL UNIVERSITY

Sept. 2010 - June 2014 | Philadelphia, PA  
Bachelor of Science in Graphic Design

## **SKILLS**

### **RESEARCH**

User interviews • Usability testing • Surveys • Persona development • Competitor analysis • Journey maps • Card sorting • Data analysis & tracking

### **DESIGN**

User flows • Information architecture • Site mapping • Wireframing • Prototyping • Interaction design • Visual design • Presenting

### **DEVELOPMENT**

Agile development • Basic HTML & CSS • Web development best-practices

## **TOOL STACK**

### **DESIGN & DEVELOPMENT**

Sketch • Abstract • Axure • InVision • Adobe Creative Cloud • Zeplin • Pendo • JIRA • Confluence

### **OTHER**

Microsoft Office Suite