

# KIM OSWALT

**Product Designer | St. Louis, MO**

Portfolio: [keoswalt.com](https://keoswalt.com)

Email: [keoswalt@gmail.com](mailto:keoswalt@gmail.com)

Cell: 208-283-4350

## Certifications

- Google UX Design Professional
- Webflow
- Moz Technical SEO
- Grow & Convert Content Marketing
- HubSpot: Content Marketing, Inbound Marketing
- Google Analytics
- School of Motion: Animation

## Software

- Figma
- Adobe Creative Suite
- Webflow
- HubSpot
- WordPress
- Airtable
- Notion
- Asana
- GatherContent
- Google Marketing Platform
- Microsoft Office

## Honors

- Kathleen Farrell Outstanding Graduate Student Award from Saint Louis University
- Member of National Society of Collegiate Scholars
- Member of Lambda Pi Eta

## EDUCATION

### Master of Arts (MA)

Communication, Saint Louis University (2017) GPA: 3.97

### Bachelor of Arts (BA)

Media Production, Boise State University (2015) GPA: 3.99

### Certificate

Graphic Design, Rhode Island School of Design (Anticipated: 2024)

### Certificate

Cinema & Digital Media Studies, Boise State University (2015)

## EXPERIENCE

### Freelance Designer (2023–Present)

- Helped organizations of all sizes build intuitive, scalable digital products
  - Led brand and product development for nonprofit Humans of Public Service
  - Designed and built website for STL Startup Week: information architecture, design system, website graphics, page layouts, content, etc.

### Website Experience Manager, Aspire Software (2022–2023)

- Led agency of team of four designers and developers to rebuild Aspire's website, including creation and implement of a new design system
- Designed and built intranet to enable better access to company resources for Aspire's 200+ employees

### Content Manager, Aspire Software (2021–2022)

- Produced short and long form content (blog posts, ebooks, website pages, ads, landing pages, email sequences, etc.), designed layouts and graphics, and created editorial and brand illustrations

### Communications Manager, Fontbonne University (2019–2021)

- Managed university website by producing content, designing layouts, and monitoring traffic and usage trends
- Created and implemented comprehensive campaigns to increase graduate student enrollment and manage post-Covid return to campus

### Digital Marketing Manager, Opera Theatre of St. Louis (2018–2019)

- Led website redesign by conducting user research, creating information architecture, drafting wireframes, and building a low fidelity prototype
- Responsible for all graphic design, content marketing, email marketing, web design, digital advertising, and video production

### Director of Communications, Shaare Emeth (2017–2018)

- Managed graphic design, email marketing, website management, video production, social media, and PR at largest Jewish synagogue in Missouri

### Intern/Assistant Producer, St. Louis Public Radio (2016–2017)

- Helped produce daily interview show *St. Louis on the Air*
- Wrote 31 stories for website and produced videos, photos, and audio segments for the station

### Graduate Assistant, Saint Louis University (2015–2017)

- Maintained website, wrote weekly articles, designed graphics, and produced 25 videos for SLU's communication department