

KIMBERLY CALLERY Design Director

SUMMARY

Design lead with 15+ years experience focused on user-centered strategy for medium and large organizations.

Track record of successful problem solving while being the common ground and means of communication for developers, product management, and designers.

Accomplished design manager providing leadership through mentoring and coaching which fosters creativity and collaboration within teams to deliver product solutions utilizing lean and agile methodologies.

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EXPERIENCE

IBM Watson I Design Program Director

2015 - Present

- Drive a quarter of the Watson Portfolio design strategy through improving results on user experience, churn rate, and active monthly users.
- Provide leadership to multiple teams of researchers, interaction designers, and visual designers to intertwine user needs and business goals.
- Drive the development team to use lean UX and agile practices to iterate on and continuously deliver production ready solutions.
- Advocate for product analytics, user research, and product feedback to be used to assist in product strategy and roadmap priority.

Quicken Loans I User Experience Specialist & Team Lead

2012 - 2015

- Led the adoption of user-centered design within the organization.
- Drove iterative product decisions using web analytics and user research data.
- Planned, recruited, and ran usability testing sessions for design solutions and product strategy.
- Led the creation and implementation of a growth plan for team members to increase T-shaped skillsets.

UnitedHealthcare I Senior UX Designer

JUL - OCT 2012

- Led teams to design and solve client projects to be more user-centered.
- Created wireframes, documentation, and prototypes to use in usability testing and as a foundation for creative design.

EDUCATION

Master of Fine Arts
Interactive Design &
Game Development

Savannah College of Art & Design
2010 - 2012

Bachelor of Fine Arts
Animation & Digital Media

College for Creative Studies
1998 - 2002

EXPERTISE

User Focused Product Design

Interaction Design

UX Data Analysis

Ethnographic Research

Design Leadership

Lean & Agile Methodologies

KIMBERLY CALLERY Design Director

EXPERIENCE

Cengage Learning | User Experience Specialist

2010 - 2012

- Planned and implemented interactive sessions for product development innovation and concepting.
- Applied user focused decisions and designs throughout the agile product development cycle.
- Planned, recruited, and ran usability testing sessions for product ideas and refinement.

IADT | Game Production Chair & Faculty

2004 - 2010

- Led the division curriculum alignment for the program which included course development, advisory board recruitment, and networking.
- Taught Game Production, Team Project, Portfolio Development, and User Design courses.
- Managed, hired, and trained faculty for the department.

SPEAKING

User Testing: I think, I heard, I saw, IgniteUX Michigan 2013

Creativity Through Play, MichiganUPA 2012 & MidwestUX 2011

Concepting Case Study, InfoCamp Berkeley 2011

Scratching the Surface with Users, Michigan Agile Enthusiasts 2011

Persona & Brainstorming, Cengage Learning Craft Day 2011

Educating Gamers, CCA Convention 2009 & KAFI 2009

Women In Games Panel, VGXPO 2008

Designing Digital Curriculum Panel, Michigan FlashFest 2008

HONORS

Quicken Loans Innovation Award

Career Education Corporation Division Leadership

College for Creative Studies - Community Arts Artist/Teacher Program

Henry Ford Museum "Evening Palette," Featured Artist

Inspire Symposium "Group Exhibit-Eyes of the Storm," Featured Artist

Pirelli INTERNETional Competition, Finalist

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METHODS

Card Sorting

Flowcharts

Gamestorming

Prototyping

Persona Creation

Scenarios

Sketches

Surveys

Usability Testing

Interviews

Observations

PROFILE

Mentor

Life-long learner

Facilitator

Business Minded Designer

Team Player