KELLI BORGONIA, PRODUCT DESIGNER

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EXPERIENCE

Owner & UX/UI Designer

Purely Functional, 2011 - Present │ Seattle, WA

Runs a three-person remote development team in building websites, web applications, and mobile apps. Designs all user flows, prototypes, and high-fidelity layouts, and translates them to fully responsive custom code and styles. Conducts business analyses in order to update existing systems to more efficient content management workflows.

- **Hazel Analytics**, built a fully responsive marketing website with custom graphics and CSS animations for a Seattle-based SaaS company. (https://hazelanalytics.com)
- **Root + STEM**, designed a responsive web application and built an interactive, living data visualization of Hawaii STEM resources. (https://www.rootandstem.org/map)

Product Owner & UX/UI Designer

AirshipCMS, 2013 - Present │ Seattle, WA

Manages the overall product, design, and development for all features related to the AirshipCMS SaaS content management system and web deployment platform. Established a design system for the online content management portal and open source modules, designed and built the marketing website, and created and tested user flows for developer tooling, eCommerce, authentication, and content management. Currently managing relationships with 18 clients using the platform. (https://airshipcms.io)

UX/UI Designer

Extreme Arts & Sciences, 2018 - 2019 │ Seattle, WA

Designed and coded fully responsive layouts for various small-scale websites to enterprise-scale web applications.

- **Loyalty Program**, served as Product Owner for the ideation phase of a loyalty program targeted at a niche market. Pitched to the C-level team of a Credit Union.
- **Credit Union Website**, served as an interim Account Manager for the initial six weeks of the project. Produced wireframes and built fully responsive layouts.
- **Sales Playbook**, designed the information architecture for an enterprise company's sales team playbook in order to propose improved UX.
- **Launch**, designed a team-building game that is currently being used as a seminar training tool. Conducted extensive user tests and led rapid development sprints in order to ensure effective game mechanics. (https://launch-game.airshipcms.io)

SKILLS

Visual Design

	Tools:
User Interface Design	
Mobile App Design	Illustrator
Responsive Web Design	InDesign
Illustration	Photoshop
Logo Design / Branding	Draw (iPad)
Graphic Design	Animate
Print Design & Production	Spine
Game UI Design	
2D Character Design	
2D Character Animation	

User Experience

	Tools:
Wireframing	
Paper Prototyping	Illustrator
Interactive Prototyping	Sketch
User Flows	InVision
User Personas	paper/pen
Test Group Moderation	Zeplin
Information Architecture	Principle

Interaction / Development

	Tools:
HTML5	
SCSS/CSS	VS Code
CSS Animation	Chrome
CSS Frameworks (Foundation, Bootstrap, Bulma, Semantic UI)	iTerm
	Github
Handlebars	Codepen.io
Gulp/Node Workflows	

Web Designer & Guest Instructor

DevLeague, 2013 - 2015 | Honolulu, HI

Served as a design mentor and guest instructor for DevLeague, Hawaii's first and only full-stack programming bootcamp. Created curriculum that challenged students to use both older layout techniques and newer styling methodologies for the following topics: responsive web architecture, grid systems, and SCSS.

UX/UI Designer

Sudokrew Solutions, 2013 - 2014 | Honolulu, HI

Contracted as a website and web application designer for this Hawaii-based full-stack software development company.

- **High-End Car Leasing Company**, created detailed user flows and interactive prototypes for the sales tool, consumer platform, and admin management interface.

- **Comprendio**, designed a new UI for a system of dynamic infographics for a mind-mapping / education web platform.

Game Designer, Curriculum Developer, & Instructor

Goma Games, 2011 - 2015 | Honolulu, HI

Led a small team in creating games that teach leadership, game development, and programming skills to a K-12 audience. (https://gomagames.com)

- **STEM Projects**, created an open-source archive of game development tutorials and resources. (http://stem.gomagames.com)

- **La Pietra Summer Tech Program**, developed the curriculum for and instructed a summer tech series in game design, illustration, and programming for four years.

- **Global Game Jam**, organized the Hawaii site for the International Global Game Jam Hackathon for four consecutive years.

Graphic Designer

Various Clients / Companies, 2008 - 2011 | Honolulu, HI

Designed logos, created branding systems, produced packaging and print materials, illustrations, and fully-coded website layouts for various clients and agencies including HumanHand, Wall to Wall Studios, and the University of Hawaii Art Gallery.

- **M.A.P. Student Planner**, worked with the team from Manoa Alcohol Project to utilize a $20k budget to design, print, and distribute 2,000 copies of a student planner that served as a resource for alcohol awareness.

- **Writing with Thread**, worked with the university art gallery professors and curators to design a 300+ page catalogue featuring an extensive collection of Chinese textiles. The book received a Pele Regional ADDY Award for book design in 2010.

SKILLS

Product & Project Management

Strategic Planning	**Tools:**
Feature Roadmapping	Github Projects
Client Management	Basecamp
User Acceptance Testing	Jira
Kanban, Agile Workflows	Asana
Issue Creation & Tracking	Trello
Technical Writing	

AWARDS

Best Overall
VoterTab
Civic Hackathon, 2019

Best Overall
SafeWord
AngelHack Hackathon, 2017

Popularity Prize
Unicorns vs Dragons
Node Knockout, 2016

Best Overall
Micro Manager
AT&T Hackathon, 2016

EDUCATION

University of Hawaii
BBA Marketing, 2009
BFA Graphic Design, 2009
- Suma cum laude
- Full-tuition scholarship
- Honored as top Graphic Design student