Kim Spencer

Senior Staff Product Designer

Expert in Scalable Design Systems & Native Experiences

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SUMMARY OF QUALIFICATIONS

Senior Staff / Director-level Product Designer with 20+ years of experience leading cross-platform design strategy for enterprise-scale iOS, Android, and web experiences. Proven ability to drive customer-centered innovation, shape end-to-end service ecosystems, and mentor teams to elevate design quality. Expert in aligning UX vision with business strategy and delivering scalable systems in fast-paced fintech environments.

PROFESSIONAL EXPERIENCE

Staff Product Designer – Native App Strategy & Design Systems Lead   Oct 2022 to Mar 2025
Achieve   Remote

- Led strategy and design execution for Achieve's mobile banking app, aligning product vision with company OKRs to launch a 0-to-1 fintech experience.
- Created and scaled a mobile design system from scratch, ensuring consistency and reusability across multiple product teams.
- Boosted GOOD person finance app enrollment by 200% through frictionless onboarding; improved pull-through rate by 58% via UX enhancements.
- Partnered cross-functionally with VPs and engineers to validate concepts via testing and real-world insights, driving business-aligned design strategy.

UX/UI Design Quality Lead   Apr 2021 to Oct 2022
Capital One   Remote

- Spearheaded design quality initiatives across a 700+ person Experience Design org, establishing scalable standards for excellence.
- Coached 300+ designers and cross-functional teams through targeted mentorship, boosting UX maturity and platform consistency.
- Created measurable KPIs to assess training outcomes and uplift design craft across platforms and lines of business.

Design Systems Lead   Jul 2019 to Apr 2021
Capital One   Richmond, VA

- Led the UX vision for Capital One's flagship app (13M+ users), driving alignment across Product, Tech, and Design to elevate customer trust and usability.
- Scaled adoption of a core design system across six engineering teams, increasing efficiency and reducing design debt.
- Reduced engineering backlog by 15% via proactive design QA and system integration.

Native UX/UI Designer   Aug 2013 to Jul 2019
Capital One   Richmond, VA

- Built and launched Capital One's first native Android servicing app, delivering 120+ features across the customer lifecycle.
- Developed and scaled a reusable UI library in Sketch, adopted by 200+ designers, boosted Play Store ratings by 1.5 stars and downloads to 8M+.
- Co-founded "Design Making," a global program for cross-functional innovation across 8 cities and 3 countries.

Adjunct Faculty Roles   Jan 2009 to Jul 2013
Virginia Commonwealth University & Virginia State University   Richmond, VA

- Taught web, visual narrative, interaction design, and foundational arts, shaping design curriculum and mentoring the next generation of creative professionals.

CEO, Creative Director   Dec 2009 to Dec 2014
Protozoa Design, LLC   Richmond, VA

- Led a successful design consultancy, managing client relationships, branding, web development, and content strategy.
- Delivered tailored design solutions using WordPress and Shopify and trained clients on long-term site maintenance.

Web Designer   Mar 2004 to Jan 2010
University of Richmond   Richmond, VA

- Created web site with 7 distinct audiences, 5 schools, 41 administrative offices and over 100,000 pages.
- Eliminated 20% of team workload by building a searchable database housing 20,000+ university images.
- Trained 100+ staff on the content management system and imagery database.

Web & Email Designer   Mar 2001 to Sep 2003
Concepts Direct, Inc.   Richmond, VA

- B2B / B2B2C, designed and coded web sites and HTML emails for various non-profits and local retail stores.

SKILLS

Leadership & Strategy: Journey Mapping, Information Architecture, UX Research & Testing, Service Blueprinting, A/B Testing, Accessibility, Strategic Planning
UX & Research: Interaction Design, Responsive Web, Design Systems, Rapid Prototyping, Wireframing
UI & Systems: Interaction Design, Design Systems, Responsive Web, Rapid Prototyping, Visual Design
Tools & Platforms: Figma, Sketch, Adobe CC, HTML/CSS, Jira, Confluence, Miro, Generative AI Tools
Channels: iOS, Android, Web, Enterprise, B2C, B2B, B2B2C

EDUCATION

Master of Arts: Film   2009
University of Richmond   Richmond, VA

Bachelor of Fine Arts: Communication Design   2002
Virginia Commonwealth University   Richmond, VA

Bachelor of Fine Arts: Crafts (Glassworking & Furniture design)   1997
Virginia Commonwealth University   Richmond, VA

CERTIFICATIONS

Women in Leadership   2020
Cornell University   Remote

Women in Leadership   2018
LeadHership®   Short Pump, VA

Certified User Experience Analyst   2014
Human Factors International   Tysons Corner, VA

Certified Usability Analyst   2014
Human Factors International   Tysons Corner, VA