

Kimi Phillips
UX | CX Specialist

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Experience

VLK Architects
UI/UX Designer

Jan '24 - Sep '24

- Decreased technology costs and simplified organization's survey approach by implementing QualtricsXM as sole survey platform, removing two ancillary subscriptions.
- Utilized Figma to create user feedback-driven personas and journey maps to convey training and onboarding improvement opportunities.
- Translated larger company goals into actionable, Epic-level initiatives relevant to the Practice Technology team in alignment with SAFe Agile Framework.

JPMorgan & Chase
Contract, Client Experience Analyst

Apr '23 - Dec '23

- Reviewed commercial client correspondence and documented actionable feedback.
- Assisted in creating training materials for Client Experience callback procedures.

First Command Financial Services
Client & User Experience Researcher

Apr '21 - Apr '23

- Developed and implemented organization-wide survey standards, serving as primary QualtricsXM expert.
- Conducted un/moderated usability tests via UserTesting to aid the transition from Microsoft Dynamics to Salesforce.
- Organized and launched the first large-scale client-facing survey (over 250,000 recipients), advancing the Voice of Customer program.
- Managed the company's Research Council efforts and advocated for client/user-first approach.

Education and Certifications

QualtricsXM
Platform Essentials

2022

Texas Tech University
MA in Technical Communication & Rhetoric, Focus: User Experience

2018-2020

Texas Tech University
BA in Technical Communication & Rhetoric

2015-2018

Skills and Software

Team Leadership
Project Management
Agile Methodologies
Strategic Planning
Workshop Facilitation

Wireframing/Prototyping
Personas
Journey Mapping
Usability Testing
Research Synthesis

QualtricsXM
Figma
Adobe Creative Cloud
UserTesting
JourneyTrack
Azure DevOps