Kamesha Cogmon

UX DESIGNER · VISUAL COMMUNICATIONS · PLATFORM ARCHITECT
BIRMINGHAM, AL

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89+	99%	47%	10+
CLIENT PROJECTS	SATISFACTION	ENGAGEMENT LIFT	YRS. EXP.

PROFILE

UX designer and visual communicator with a dual foundation in Graphic Communications and Software Development. Skilled at producing high-converting print and digital ad layouts — circulars, flyers, signage, email campaigns — with pixel-level accuracy under deadline. Equally at home designing full product experiences from wireframe to launch. Known for exceptional spatial visualization, rapid multi-project execution, and a consistent track record of measurable results across 89+ client engagements.

SKILLS & TOOLS

DESIGN & UX

UX / UI Design · Print Layout · Ad Design · Wireframing
Prototyping · Journey Mapping · Design Systems · Brand Identity

SOFTWARE

Adobe Creative Suite · Figma · Canva · Bubble.io · VoiceFlow
Google Analytics

DEVELOPMENT

HTML / CSS / JavaScript · React · Swift / SwiftUI
Progressive Web Apps · CRM Systems · API Integration

EDUCATION

Western Governors University

B.S. Business Management
In Progress · Est. Completion 2026

IN PURSUIT

Lawson State Community College

A.S. Graphic Art & Communications
Advertising & Marketing Minor · GPA 4.0 · President's List · Phi Theta Kappa

DESIGN STUDENT OF THE YEAR

Innovate Birmingham / Innovation Depot

Software Development & UX Certification
Full-Stack · UX Design · AI Implementation · 540+ Hour Cohort 10

CLASS OF 2021

EXPERIENCE

Digital & Advertising Coordinator

The Why Not Win Institute · Birmingham, AL   MAY 2023 – JAN 2025

— Led full digital transformation for a 200+ member organization — architecting the shift from analog operations to a unified, AI-enhanced digital infrastructure
— Designed all print and digital advertising — flyers, social graphics, email campaigns — maintaining brand consistency across every platform and channel
— Developed AI-powered engagement solutions increasing event participation by **47%** and cutting operational transition times by **40%**
— Managed simultaneous multi-channel publishing workflows across print, email, social, and web under fast-paced weekly deadlines

Freelance Graphic Designer, UX Designer & Platform Architect

Independent Practice · Birmingham, AL   2016 – PRESENT

— 89+ projects spanning ad layout, brand identity, UI/UX, and web design — **99% client satisfaction**; clients include McDonald's franchises, Thornton Enterprises, Positive Plumbing, and Ed Farm
— Designed and built 12 custom websites across 12 distinct industries — zero templates, every one from scratch
— Led e-commerce checkout redesign resulting in **8% conversion increase** and average order lift from $28 → $35
— Brand relaunch for Moore Legal Solutions **increased customer base 36%** through UX-driven redesign

Digital & Communications Coordinator

St. Paul CME Church · Docena, AL   2020 – PRESENT

— Architected and deployed a live tithing collection and financial recording system with real congregation data, replacing manual processes entirely
— Built and manages the complete digital ecosystem: custom website, email marketing, payment processing, and social media for a 200+ member organization

SELECTED WORK

AD LAYOUT · PRINT & DIGITAL
Retail Circular Portfolio
Multi-format weekly circulars across luxury health grocery, budget variety, and home goods — print production, pricing layout, and brand adaptation.

PLATFORM DESIGN · CIVIC TECH
Magic City Connect
Birmingham's community-owned business discovery platform. B-Corp legal framework with $3.35M Year 5 revenue model.

AI TOOL · MODEL INDUSTRY
Fair Rate Calculator
First AI-powered rate calculator giving freelance models a defensible, data-backed number. Live at fairrate-calculator.vercel.app.

WEB DESIGN · 12 INDUSTRIES
Custom Site Demo Portfolio
12 fully custom websites — restaurants, law firms, real estate, schools, campaigns, and more. Zero templates, each built from scratch.