# KIMBERLY FLOWERS

PRODUCT CREATIVE DIRECTION | SELECTED PROJECT WORK

Jarrell, Texas | (210) 294-9625 | flwrs_kmbrly@yahoo.com | Portfolio

Product creative direction focused on clear interfaces, reusable visual patterns, and AI-assisted prototyping. Recent work includes interactive workflow demonstrations, responsive websites, and documented design decisions. Selected project work from 2026.

## HISTORICAL RESULTS AT ASTERON

Improved reuse of shared visual patterns by 40%, reduced duplicated design exploration by 28%, and increased adoption of AI-supported creative workflows to 70% within pilot groups.

## SELECTED PROJECTS

### Northstar cloud operations workspace

- Directed the visual hierarchy and evidence-to-action sequence for a cloud operations demonstration, including service context, deployment review, and an explicit version-change confirmation.
- Shaped an interactive workspace with overview metrics, service search and filters, incident states, deployment history, and a simulated rollback.

### Asteron employee request workflow

- Defined a guided request, review, and approval experience that preserves request details and identifies IT as the next owner after approval.
- Documented the trade-off between a short form and the context needed to understand responsibility and next steps.

### Brightpath visual direction and AI practice

- Used references, generated visual options, critique, and browser review to refine a studio identity and responsive implementation.
- Reviewed image framing, repeated photography, brand coherence, and implementation details through an AI-assisted design loop.

### Booked in 48 visual systems

- Directed five distinct website expressions and a component playground exploring shared behavior across brand, density, validation, loading, and success states.

## DESIGN PRACTICE

Visual direction · Interaction hierarchy · Workflow design · Responsive layouts · Component states · Design critique · AI-assisted asset exploration · Browser verification

## EDUCATION

Bachelor’s degree — Broadcast Communications / Mass Communications | Sam Houston State University