

Kimberly Randall,

designer of one.

Independent web designer and developer in Tucson, AZ. 15+ years making modern, thoughtful websites for people doing interesting work. I still get excited about the small stuff.

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Tucson, AZ · Working remotely

What I can help *with*

Design

Web & UI design
Design systems
Art direction
Graphic design
Print collateral

Build

Squarespace
WordPress
HTML, CSS, JavaScript
React & modern frameworks
Responsive + accessible
Performance & SEO basics

Tools

Figma
Adobe Creative Suite
Lovable
Claude Code
Shopify
Git
Analytics

Experience

2016 — PRESENT

Founder & Designer

Decaf Digital · Tucson, AZ

- Run a one-person design practice serving founders, small businesses, and nonprofits — strategy through launch and ongoing maintenance.
- Design and build marketing sites, web apps, and brand collateral — I handle every step myself, from sitemap to final hover state.
- Bring in trusted contractors for heavy motion, illustration, and SEO migrations while staying your one point of contact.

2010 — PRESENT

Freelancer / Contract

Sugarshot · Remote

- Provide ongoing design and development support for Sugarshot's web presence, campaigns, and product marketing materials.
- Collaborate remotely to ship landing pages, email graphics, and site updates on a flexible, as-needed basis.

2013 — 2016

Web Designer & Developer

Freelance / Contract · Remote

- Partnered with agencies and in-house teams on responsive redesigns, landing pages, and CMS builds.
- Translated brand systems into usable, accessible interfaces across desktop, tablet, and mobile.

Clients I've worked *with*

Acre Largo

Adams Campbell Co.

Gabel Metalworks

Accént Ceilings

JN Beach Construction

Unbury

Events in Tucson

Coto Equestrian

EQ Metric

Iron Creek Partners

Built Podcast

Healthtech 4 Medicaid

How I *work*

01 Chat

A call to hear the good, the messy, and the budget.

02 Sketch

A written direction and a few concepts within two weeks.

03 Design

Focused design with weekly walkthroughs, zero surprises.

04 Build

Every page and interaction, developed by me.

05 Ship

Launch, then a month of fixing the little things.

06 Maintain

Optional retainers for updates, tweaks, and fresh ideas.