

# Bianca Kolendo

An action-oriented designer seeking hybrid, full-time employment and interested in relocating. Experienced in user centered design, wireframing and prototyping, and digital accessibility.

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## UX SKILLS

A/B testing, Accessibility, Competitive analysis, Heuristic evaluation, Prototyping, Responsive design, UI animation, Usability testing, User research, Visual design, Wireframing

## TOOLBOX

Adobe (After Effects, Illustrator, Photoshop, XD), Asana, Basic HTML + CSS, Contentsquare, GitHub, Headless CMS (Amplience), Figma, Jira, Lucidchart, Lyssna, Optimal Workshop, UserTesting, WAVE

## EXPERIENCE

### UX/UI Designer – Lovehoney Group [Remote in Austin - Bath, UK]

MAR 2023 - JAN 2024

*Please note, this departure was due to layoffs. A letter of recommendation can be provided.*

- Regularly conducted usability tests and site analyses to improve designs based on qualitative user feedback and quantitative engagement data
- Collaborated with Product Managers and stakeholders to create wireframes, prototypes, and high-fidelity designs for A/B testing on the live site
- Gathered, prioritized, and documented functional requirements, working with the global UX team, local Ecommerce Product Manager and US stakeholders
- Ideated large and small improvements, including a “shop by size” feature with an expected \$216,270 annual revenue increase
- Promoted design best practices, including accessibility, through trainings, resource development, and enforcing compliance during site changes and campaigns
- Formalized multiple Design Systems by creating consistent iconography, documentation, and flexible components

## **LX Design Manager – indeed.com**

*[Austin, TX]*

APR 2018 - FEB 2023

- Spearheaded the design and development of global onboarding curricula for 11 teams, averaging a 4.5 out of 5 satisfaction rating from 99 new hires in 2022
- Collaborated with product managers, engineers, and subject matter experts to define learning objectives, requirements, and product roadmaps
- Provided mentorship and guidance to junior team members, fostering a culture of collaboration, fun and creativity (including costumes and animation), and continuous learning
- Implemented peer-to-peer skill sharing program, averaging 55 participants a quarter with a 70% increase in confidence

## **Analyst, Senior Analyst – indeed.com**

*[Austin, TX]*

MAY 2015 - APR 2018

- Collaborated with Engineering to design internal QA platform, owning project requirements and user research for successful launch
- Conducted interviews and data analysis to continually iterate on learning experiences
- Created and led cross-functional teams to improve data accuracy, streamline processes, and optimize operational efficiency

## **EDUCATION**

**UX Design Bootcamp – CareerFoundry**

**Bachelor of Fine Arts, New Media Arts – George Mason University**

**Associate of Applied Arts, Fine Arts – Northern Virginia Community College**