

Bianca Kolendo

A problem-oriented designer with over 6 years of content strategy experience across global platforms while finding joy through supporting others with mentorship and digital accessibility.

WORK EXPERIENCE

Ouro (Netspend) [Austin, TX]

Senior LX Designer - CS Support

SEPT 2024 - CURRENT

- Partnered with Brand, Ops, and Creative teams to design an interactive wall display to increase internal teams' empathy for our customers through visual customer journeys
- Implemented Fraud Upskilling curriculum from scratch, decreasing time spent in the classroom by 42.8% while maintaining learner confidence; this required detailed process analysis and Vendor collaboration to support learners with multiple new tools and processes

Lovehoney Group [Remote in Austin - Bath, UK]

UX/UI Designer - North America & Global Support

MAR 2023 - JAN 2024

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

- Ideated large and small improvements, including a "shop by size" feature projected to boost annual revenue by \$216,270
- Developed and analyzed usability tests roughly 10 times per quarter, laying out user task flows, wireframes, and prototypes for new journeys and components
- A/B tested on the live site monthly through collaboration with PMs and implemented improvements based on user feedback and engagement data
- Conducted heuristic evaluation of live site; facilitated training for design best practices, created color compliance guidelines, and ensured a11y compliance during site updates and campaigns
- Formalized Design Systems using Atomic Design Methodology; rebuilt 70+ icons and flexible components with documentation with various states, nested instances, and fields for consistency

Indeed [Austin, TX]

LX Design Manager - Job Seeker Operations

APR 2018 - FEB 2023

- Spearheaded the development of global onboarding curricula for 11 teams by needs analysis and mapping learner journeys, achieving a 90% satisfaction rating from 99 new hires in 2022

- Increased managers' confidence in their job quality by 7% by providing mentorship, strategic guidance, and dedicated support to 61 people managers
- Analyzed organizational training needs through surveys, interviews, and performance data to identify skills gaps; wrote strategic quarterly OKRs and KPIs to implement improvements

Senior LX Designer - Trust & Safety

JAN 2018 - APR 2018

- Collaborated with engineers to develop an internal QA tool, saving thousands in subscriptions; defined product requirements and designed the interface, optimized with user testing feedback
- Revamped onboarding process by integrating Articulate Rise and third-party resources, cutting in-person training time by ~40%, while maintaining learning outcomes

Analyst - Trust & Safety

MAY 2015 - JAN 2018

- Used design tools (e.g. Adobe After Effects, Photoshop, Illustrator) to make memorable and interactive training materials, increasing retention and learner satisfaction by up to 15%

SKILLS

A/B testing, Accessibility, Animation, Competitive analysis, Heuristic evaluation, Prototyping, Research, Responsive design, Task flows, Usability testing, User flows, Visual design, Wireframing

TOOLBOX

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

EDUCATION

UX Design Bootcamp – CareerFoundry

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

CERTIFICATIONS

Section 508 Awareness – U.S. General Services Administration

APR 2024

Udemy – Build Responsive Real-World Websites with HTML and CSS

MAR 2024

W3Cx – Intro to Web Accessibility

NOV 2023