

# Bianca Kolendo

A problem-oriented designer with over 5 years of content strategy experience, passionate about supporting others through mentorship and digital accessibility.

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## WORK EXPERIENCE

**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
- Wrote test plans, set up and analyzed usability tests, and led site analysis roughly 10 times per quarter to ideate design improvements based on user feedback and engagement data
- Created user task flows, wireframes, and prototypes for new journeys and components, collaborating with Product Managers and stakeholders to A/B test improvements on the live site
- 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 multiple Design Systems using Atomic Design Methodology; recreated 50+ icons with documentation for consistency and developed flexible components with various states, nested instances, and fields

**Indeed** [Austin, TX]

### LX Design Manager - Job Seeker Operations

APR 2018 - FEB 2023

- Spearheaded the design and development of global onboarding curricula for 11 teams by mapping learner journeys, achieving a 4.5 out of 5 satisfaction rating from 99 new hires in 2022
- Provided mentorship and strategic guidance to 7 direct reports and dedicated support to 61 people managers, resulting in a 7% increase in managers' confidence in their job quality
- Analyzed organizational training needs through surveys, interviews, and performance data to identify skills gaps; developed strategic quarterly OKRs and KPIs to implement improvements
- Designed and launched a peer-to-peer skill-sharing program, averaging 55 participants per quarter with a 70% increase in skill confidence

## **Senior LX Designer - Trust & Safety**

JAN 2017 - APR 2018

- Collaborated with Engineering to design internal content moderation and QA platforms, owning project requirements and user research with internal teams for successful launch
- Evaluated workflow accuracy, leading to the creation of Rule Health, QA, and LX Design teams to streamline processes and optimize operational efficiency
- Selected and recommended third-party tools and resources to enhance the learning experience and support continuous development

## **Analyst - Trust & Safety**

MAY 2015 - JAN 2017

- Utilized various tools (e.g. Adobe After Effects, Photoshop, Illustrator) to create dynamic and interactive online training materials, presentations for webinars, and blended learning sessions

## **UX 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, Headless 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