

Bianca Kolendo

A problem-oriented designer with over 5 years of content strategy experience across global platforms while finding joy through supporting others with mentorship and digital accessibility.

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 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 2018 - APR 2018

- Identified the need for a QA tool, researched third-party options and opted to collaborate with engineers to design an internal tool, saving thousands in annual subscription fees; contributed to defining product requirements and designing the interface, optimized with user testing feedback
- Evaluated workflow accuracy across organization's processes; created Rule Health, QA, and LX Design teams to streamline processes and optimize operational efficiency
- Selected third-party tools (Articulate Rise) and resources to enhance the learning experience, reducing onboarding time required for trainers and new hires to learn tools and processes

Analyst - Trust & Safety

MAY 2015 - JAN 2018

- Used design tools (e.g. Adobe After Effects, Photoshop, Illustrator) to create 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