KENDRA WRIGHT

UX/UI Designer with Leadership Experience
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My LinkedIn Profile

HOW I CAN ADD VALUE

I'm a self-starter who thrives off of being challenged and getting things done. UX Design allows me to use my creativity and problem solving skills to build a more accessible world and fuels my passion for helping others. As a designer, my areas of expertise are Interaction and Visual Design. As a human, my strengths are time management, attention to detail, and communication.

My **technical skills** include:

User Research • Competitive Research • Data Synthesis • User Journey Mapping • Problem Definition • Sketching • Wireframing • Prototyping • Usability Testing • User Interface Design • Documentation • Figma

WHAT I'VE LEARNED

Certification of UI/UX Design, V School
Aug 2022 - Nov 2022

UX Design Professional Certificate, Google
May 2022 - Aug 2022

B.S. WIldlife Biology, Texas A&M University
Aug 2009 - May 2013

PROJECTS I'VE DONE

Project 1
NURSE STAFFING | METHODS: **Competitive Analysis, User Interviews, Prototyping, High Fidelity Mock-Ups**
- WIP - a freelance project for a small startup looking to get away from using competitor technology and scale their business.
- Collaborated with stakeholders, developers, and lead designer to design the MVP for desktop and mobile that allows nurses to request and manage shifts at multiple facilities.
- Performed user research and competitive analysis then synthesized findings and presented them to the team for ideation and design adjustments.
- Designed and prototyped high-fidelity mock-ups while working closely with the development team.

Project 2
KINDLE CLUBS | METHODS: **User Interviews, Ideation Facilitation, Wireframing, Usability Testing**
- Adding a new feature to the Kindle app to increase engagement and Kindle Unlimited subscribers.
- Completed competitive and user research, then synthesized it to create a Problem Statement.
- Collaborated with a team of designers to ideate and prioritize features before sketching and wireframing.
- Prototyped and conducted usability testing, iterated based on the findings, then delivered a High Fidelity prototype.

Project 3
HOTEL BOOKING | METHODS: **Competitive Analysis, UI Principles, Prototyping, High Fidelity Mock-Ups**
- UI, Visual Design, and branding for a hotel. Designed both desktop and mobile experiences.
- Designed booking flow from start to finish while maintaining design and branding consistency.
- Researched hotel UI and combined findings with other UI best practices to optimize booking flow.

WHERE I'VE BEEN

Jr. UX Designer, HESLI Group 10/2022 - Present
- Performed a competitive analysis and presented stakeholders with most common complaints and feature requests of direct competitor's products.
- Designed components and interfaces for mobile and desktop that conformed to style guidelines set by lead designer.
- Collaborated with development team to determine which technologies would be best to allow functionality required by stakeholders.

Realtor & Investor, Self Employed 02/2020 - 05/2022
- Communicated with over 50 clients to fully understand their needs and effectively guide them through their home buying and selling transactions.
- Designed educational materials to help simplify the home buying process.
- Collaborated with other Realtors, Lenders, and Contractors to provide solutions to client problems.

Front Office Team Lead, Vail Resorts 09/2018 - 03/2020
- Managed a team of 6 and collaborated with upper management to ensure a delightful customer experience.
- Coordinated with therapists to set new appointments and housekeeping to maintain spa cleanliness.
- Organized and designed retail displays to maximize sales revenue.