

Kendra Jenel Product Designer

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SUMMARY

Bridging my background in academic psychology and UX fundamentals, I love the challenge of simplifying visually complex dashboards into efficient and easy to digest elegant experiences.

EXPERIENCE

Product Designer at Clicked San Francisco, CA, 2020-Present

Leading UX research for 50+ testing sessions to uncover user frustrations, and inform rapid iterations of MVP platform resulting in a 90% task success. Made 20+ shipped designs from wireframing to usability testing. Collaborating with Product and Operations teams to increase project completion from 21% to 66% in 4 months.

UI Design Consultant at GG Leagues Remote, 2020-2020

Created wireframes and high fidelity mockups on Figma, leading to 87% task success rate, and 83% increase in brand excitement. Prepared the website for mobile, resulting in ~200% increase in traffic.

Product Design Intern at Dynata San Francisco, CA, 2019-2019

Collaborated with Engineering and Product teams to create scalable design for pricing tool API. Streamlined QA process through QA tool redesign, saving time and improving company-customer communication.

Product Design Consultant at Triclops Design Remote, 2018-2020

Refined designs from concept through high fidelity prototypes to craft designs resulting in an 88% task success rate. Collaborated with Engineering teams to create scalable and defined brand assets to assist in company growth. Simplified statistics into visually minimal and intuitive wireframes for B2B and B2C platforms. Increased brand expression for B2B and B2C mockups for reporting dashboards.

Lab Manager at WU Cognitive Neuroscience Lab Salem, OR, 2016-2018

Increased member interest 25% by designing and coding the lab website using HTML & CSS. Developed and ran ERP neuroscience study, including participant recruitment, and scheduling and running test sessions. Co-authored on two psychological papers: doi:10.1016/j.neulet.2018.04.022, doi:10.1177/0098628319884489

SKILLS & TOOLS

User Experience Design (UX), User Interface Design (UI) Information Architecture (IA), User Experience Research (UXR), prototyping, design systems, iconography, basic coding, Sketch, Figma, Adobe Suite, Google Suite, Miro, Abstract, Zeplin, InVision, Usability Hub, Asana, Jira, Trello

EDUCATION

BA Psychology from Willamette University, Salem, OR – 2018