

# Kendra Jenel

## Product Designer

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### DESIGN EXPERIENCE

#### **UI/UX Designer at Clicked** Jun '20 — Present

- Collaborated with cross functional teams using lean methodology for successful launch of MPV platform used by 100+ users.
- Led informational interviews and usability testing sessions to craft personas and inform rapid iterations of MVP platform resulting in a 90% task success rate.

#### **Freelance Design Consultant** Dec '19 — Present

- Refined designs from concept through high fidelity prototypes to craft intuitive designs resulting in an 88% task success rate.

#### **UI Designer at GG Leagues** Apr – May '20

- Created intuitive wireframes and high quality mockups on Figma, leading to 87% task success rate, 83% increase in brand excitement, and opened up the market for 200% increase in traffic.

#### **Product Design Intern at Dynata** Mar – May '19

- Streamlined QA tool through redesign by reducing cognitive load to save time and improve company-customer communication.
- Generated UI for pricing tool API by collaborating with engineering and product teams to create a scalable design.

### RESEARCH EXPERIENCE

#### **Lab Manager at Cog Neuro lab** Aug '17 - May '18

- Increased member interest 25% by designing and coding lab website using HTML & CSS.
- Developed and ran ERP neuroscience study, including participant recruitment, and scheduling and running test sessions.

#### **Research Assistant at Cog Neuro lab** Jan '16 - Aug '17

- Monitored participants and compiled summary data using Excel, SPSS, and MatLab software.

### SKILLS

Wireframing  
Personas  
Usability testing  
User interviews  
Style guides  
Iconography  
User task flows  
Journey mapping  
Affinity diagramming  
Basic HTML/CSS  
Basic Java

### TOOLS

Figma/Sketch  
Miro  
Abstract  
InVision  
Asana/Jira/Wrike/Trello  
Google suite

### EDUCATION

**BA Psychology** from  
Willamette University, '18

**UX/UI Immersive** from  
Flatiron School, '20

### PUBLICATIONS

**Co-authored on two  
psychological papers**

doi:10.1016/j.neulet.2018.04.  
022

doi:10.1177/0098628319884  
489