

# KENDRA WONG

Interaction Designer

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Experienced interaction designer, having worked with VMLY&R and LifeSite. Led design of user flow of revamp of five Sherwin-Williams product sites. Graduated with distinction from California College of the Arts.

## EXPERIENCE

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### **VMLY&R | UX Designer - Contract**

*Jun - Sep 2021*

- Redesigned current key pages of five Sherwin-Williams product sites (Minwax, Purdy, Cabot, Krylon, Thompson's WaterSeal)
- Interpreted information provided by content strategist to create user friendly wireframe flow for both DIY consumers and industry professionals
- Presented content to internal teams and to client

### **LifeSite, Mountain View | UX Design Intern**

*Jun 2019 - Jun 2020*

- Delivered flow and interface of new feature for professionals, including homepage widget and overall function
- Tours (onboarding feature of the LifeSite product)
- Ensured consistency between email, in-app, and growl notifications

*Jun - Aug 2017*

- Designed and iterated upload feature in application's messaging function, collaborating with design lead
- Produced click-through prototypes using InVision

## VOLUNTEER

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### **Firebase - Website Design Consultant**

*Mar 2021, May 2021*

Advised companies (Moss Creek Farm, Children's Advocacy Alliance) on website's user journeys

## SKILLS

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UI/UX Design  
Wireframing  
User Testing  
User Research

Prototyping  
- Digital/Screen Based  
- Analogue  
Usability Testing

Storyboard Creation  
UX Writing  
Graphic Design  
Systems Thinking

## EDUCATION

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California College of the Arts  
BFA in Interaction Design  
Graduated with Distinction  
2017 - 2020