

KENDRA WONG

Interaction Designer

kendrawong.designs@gmail.com
kendrawong.com
linkedin.com/in/kendramwong

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

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 in language and tone 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

PROJECTS

Catchafire - Website Design Consultant

Mar 2021, May 2021

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

SKILLS

UI/UX Design
Wireframing
User Testing
User Research

Prototyping
- Digital/Screen Based
- Analogue
Usability Testing

Storyboard Creation
UX Writing
Graphic Design
Systems Thinking

EDUCATION

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