

KENDRA WONG

Product Designer

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Experienced product designer, leading the evolution of Vertafore's flagship product. Former UX designer at VMLY&R, instrumental in revamping five Sherwin-Williams product sites. Graduated with distinction with a BFA in Interaction Design from California College of the Arts.

EXPERIENCE

PRODUCT DESIGNER | VERTAFORE, REMOTE

May 2021 - Present

- Design flows and layouts for new and existing features in the AMS360 product
- Collaborate with Product Owners and other cross functional teams to understand customer needs and goals
- Conduct internal and external research via user interviews and usability testing
- Coordinate design workshops for internal cross functional teams for in-person collaboration
- Create reusable and scalable visual design assets for the pattern library

UX DESIGNER | VMLY&R, REMOTE

Jun - Sep 2021

- Redesigned five Sherwin-Williams product sites (Minwax, Purdy, Cabot, Krylon, Thompson's WaterSeal)
- Collaborated directly with content strategist to create user friendly wireframe flow for various customer personas
- Conducted critique sessions with internal teams and clients

UX DESIGN INTERN | LIFESITE, MOUNTAIN VIEW

Jun 2019 - Jun 2020

- Increased product efficiency for new features - including homepage widgets and client calendars
- Created the onboarding process to help onboard users onto the LifeSite product
- Ensured consistency in language and tone between email, in-app, and toast notifications

Jun - Aug 2017

- Designed and iterated the upload feature in messaging function
- Produced click-through prototypes to bring static screens to life

SKILLS

Wireframing
Storyboard Creation
Prototyping

User Research
User Testing
Usability Testing

UX Writing
Graphic Design
Systems Thinking

EDUCATION

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