KENDRA WONG
Product Designer

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

Skills

Wireframing
Storyboard Creation
Prototyping
User Research
User Testing
Usability Testing
UX Writing
Graphic Design

Tools

Figma
Illustrator
Sketch
Photoshop
InDesign

Education

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

Experience

PRODUCT DESIGNER | VERTAFORE, REMOTE
May 2022 - Present
- Designs flows and layouts for new and existing features in the AMS360 product
- Collaborates with Product Owners and other cross functional teams to understand customer needs and goals
- Conducts internal and external research via user interviews and usability testing
- Coordinates design workshops for internal cross functional teams for in-person collaboration
- Creates reusable and scalable components and patterns for the design system

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 flows for various customer personas
- Conducted critique sessions with both 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 familiarize users with 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