

Kendra Good | Senior Product Designer

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SUMMARY

Proven track record of delivering impactful results, including reducing onboarding time by 90% at Amperity, and 3x course completion rate for Clicked. Skilled in leading cross-functional collaboration, optimizing workflows, and delivering user-centered designs informed by qualitative & quantitative data.

EXPERIENCE

Senior Product Designer, Amperity; Seattle, WA — Aug 2021 - Present

- Reduced onboarding time by 90% through redesign of data ingest workflow and close partnership with Databricks, generating \$14M in lead pipeline.
- Increased consistency and elevated design standards through continued maintenance of Figma design system, and collaborating with Engineering to codify new patterns in Storybook.
- Led collaborative workshops to align Product leadership & Engineering; led educational sessions to inform developers on design system standards and introduce Figma's Dev Mode to improve hand-off.

UI/UX Designer, Clicked; San Francisco, CA — Jun 2020 - Aug 2021

- Tripled course completion rate for EdTech website by conducting user interviews, presenting findings to key stakeholders, and collaborating with Product Management for a strategic pivot.
- Collaborated with Product, Engineering, and company Founders to design and launch MVP platform utilizing lean methodology.

UI Design Consultant, GG Leagues; Chicago, IL — Apr 2020 - May 2020

- Built easy-to-use prototypes and high-quality mockups, leading to 87% task success rate, 83% increase in brand excitement, and opened up the market for 200% increase in traffic.

Product Design Intern, Dynata; San Francisco, CA — Mar 2019 - May 2019

- Reduced error rates and time-to-completion through redesign of quality assurance tool including conducting user interviews, wireframing, and creation of pixel-perfect mockups.

UI/UX Design Consultant, Freelance; San Francisco, CA — May 2018 - Mar 2020

- Achieved 88% task success rate across a range of B2B & B2C products through user-centered and data-informed design process.
- Partnered with product and development to explore problem space and solutions, contributing to smooth communication and handoff.

Lab Manager, Cognitive Neuroscience Lab; Salem, OR — Aug 2016 - May 2018

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

SKILLS AND TOOLS

Wireframing, mockups, UXR (user journey maps, task flows, usability testing, interviews, personas) affinity diagramming, prototyping, Figma, Sketch, Abstract, Zeplin, InVision, Miro, Lyssna, Jira, Trello, Asana, Google Suite, Microsoft Suite, understanding of HTML/CSS

EDUCATION

Flatiron School, San Francisco, CA — **UI/UX Immersive**, 2020

Willamette University, Salem, OR — **BA Psychology**, 2018