

Jessica Kende

I am a growth designer with equal parts skill, drive, and curiosity.

292 8th Avenue
New York City, New York
kendejessica@gmail.com

EXPERIENCE

Adobe, Lightroom — *Senior Experience Designer, Growth*

APRIL 2022 - PRESENT

Adobe, Lightroom — *Experience Designer, Growth*

MAY 2021 - APRIL 2022

Drove design for over \$6.2M in NNARR in 2021 (206% of goal), and \$5M as of Q2 '22 (200% of yearly goal).

Increased Lightroom mobile F2P conversion rate by 57% by designing experiments with a 40% win rate to date.

Owned design strategy for a team of 8 (product, dev, QE, research) through a growth roadmap creation and implementation of high-impact initiatives that are all A/B tested to quantify the impact.

Calibrate Software — *Product Designer*

JANUARY 2021 - MAY 2021

Implemented comprehensive cross-platform updates that increased retention with clientele

Matured a preliminary design system - touchpoints include design states, icon system, graphs/charts, and logic

Collaborated with C-suite executives, Designers, and Developers to develop platform improvements based on user-centered methodology

Ladies Get Paid, Earth Hero — *Experience Designer*

JANUARY 2020 - MAY 2021

Collaborated with C-suite executives, Designers, Product Managers, and FE Engineers on B2C products to surpass identified success metrics

Designed, prototyped, and tested touchpoints on iOS and Web that for one client, increased engagement by over 70%

Conducted user experience and user interface audits to guide stakeholders through the end-to-end experiences with identified areas of opportunity

EDUCATION

Reforge

Certificate, Growth Series

Georgia Tech

Certificate, UX Design

Clemson University

BS, Mat. Engineering
Minor, Architecture & Mathematics

METHODS

Design Thinking
Design Systems
Information Architecture
Prototyping
Usability Testing
Wireframing
Workshop Leader

TOOLS

Adobe CC
Figma
Miro
Wordpress/Semplice
Invision
Sketch
CSS/HTML