



# Kendra Kennedy

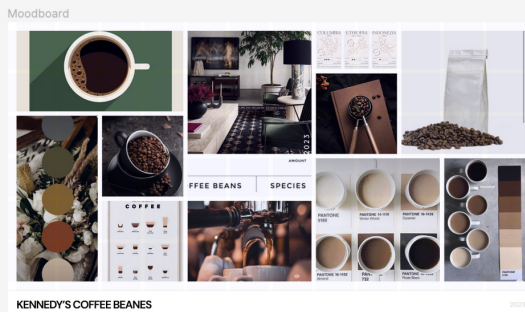
UX/UI Designer

Hello, I'm a UX/UI Designer who loves exploring complex problems in search to enhance user experiences.

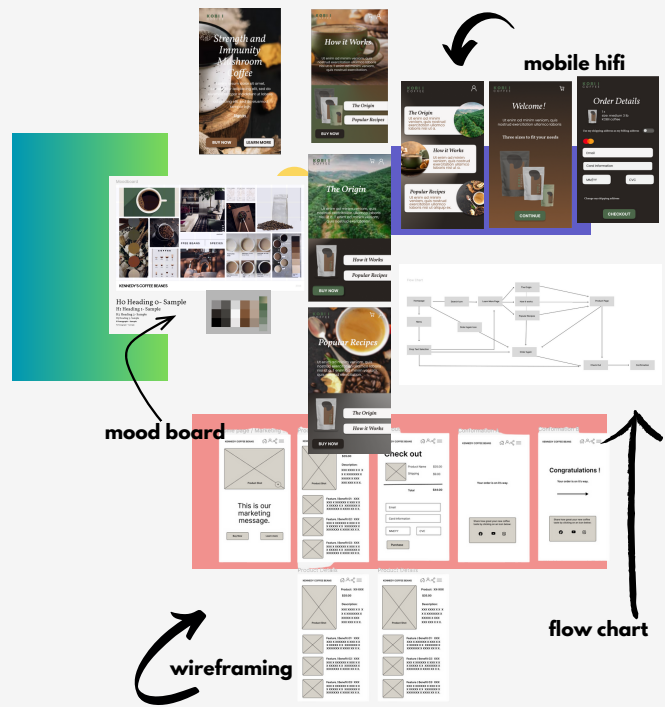
# KOBII Coffee

UI Designer  
2023

- Executed assignments with the use of responsive design and animation using figma.
- Created a mobile prototype to order coffee focusing on recurring purchases.
- Transitioned concepts into user friendly designs and micro interactions.



Ho Heading 0- Sample  
Hi Heading 1- Sample  
H2 Heading 2- Sample  
H3 Heading 3- Sample  
P Paragraph - Sample



## Casestudy

KOBII Coffee Company a startup coffee company based out of Southern California. Their typical clientele are men in their early 50's. KOBII Coffee wanted to develop an app that would be easily navigated by their consumers with minimal pain points as possible.

## Inspiration

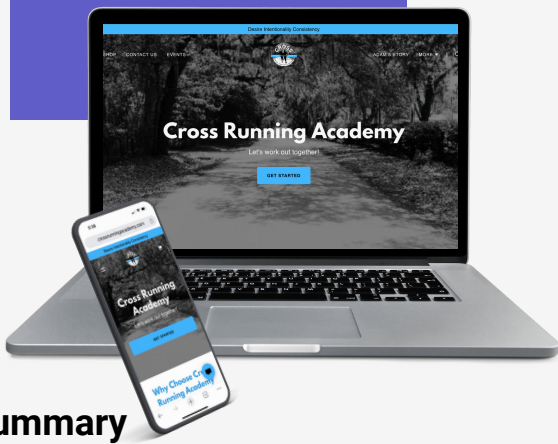
After concluding they serve a male dominate population I wanted to keep the colors inviting yet relaxing, friendly yet familiar, and not overwhelming. The majority of KOBII consumers tested to be professionals or retired elders so I went with a more corporate serif font for the headings and a clean sans for body and buttons..

Initially my flow chart that had 4 ways of navigating to the check out after consulting with the team we decided to rid the type search option being that they specialize in only one product which left us with 3 solid tap options to navigate to checkout via a buy now option a login option and checkout as a guest option.

## The Design Strategy

During this design process I wanted to be cognitive of the fact that the typical user audience reported to be around ages 50 and up, keeping the design simple and easy to navigate was very important. Using a 16pt and above font with this design to magnify call to action items and information due to the vast population reported wearing reading glasses while operating electronic devices, making this app effortless to order and reorder the customers favorite KOBII mushroom coffee.





# Cross Running Academy

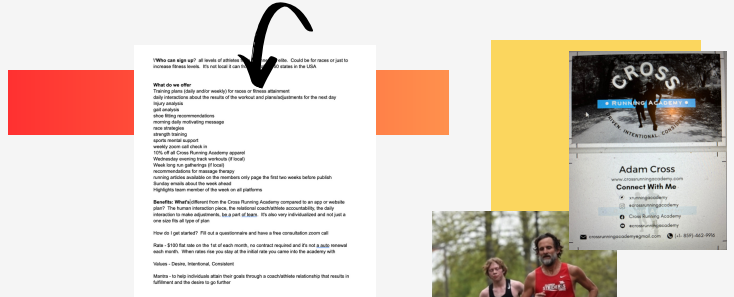
Product / Web / Brand developer  
2022-2023

- Created and distinguished company image.
- Implemented user-centered design principles to enhance the user experience and increase user engagement.
- Collaborate with senior developers to update the website and create new features.

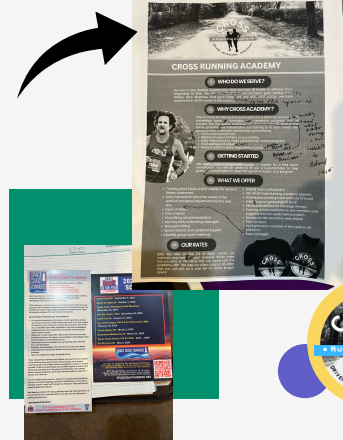
## Summary

An interesting part of this project was how Cross Academy would integrate within the realm of fitness in a tech driven world— which has been driven by generic workout plans. How did Cross Academy fit into today's world? How could we help customers feel heard and personalize work out plans that hold them accountable while growing a community through membership? How does Cross Academy keep a human touch?

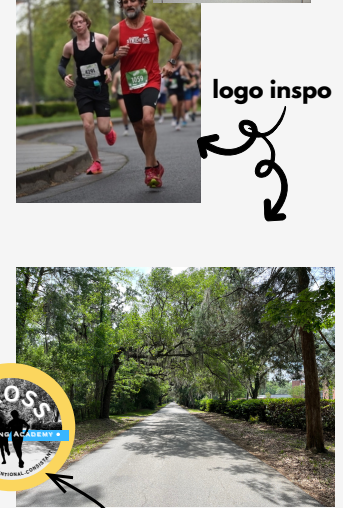
### company notes



### feedback



### logo inspo



### final logo

## Designing the details

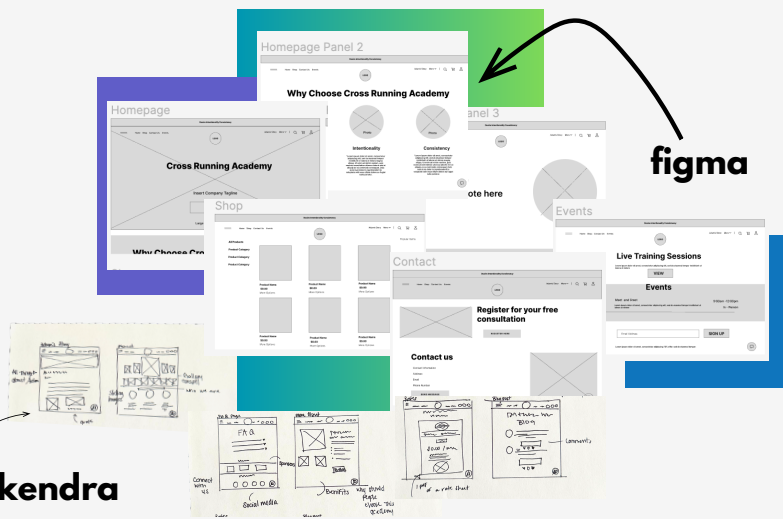
Taking a super collaborative approach, I dug deep and communicated with the stakeholders and leadership at every turn — making sure everything produced was technically viable yet also represented the voice of the company and where they were headed. Working across hemispheres, a large part of my approach was researching, collecting meaningful history behind the brand, prototyping, and text/ email feedback.

## kendra

## Meaningful design

One of the early concepts I shared a sketch draft for improvements then proceeded with a digital draft using figma with leadership for feedback and to assure I was headed in the right direction.

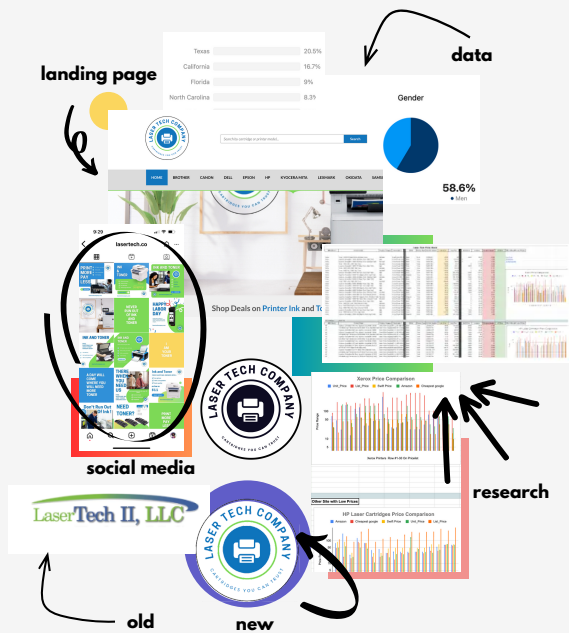
During the design process it was very important to the owner that the company strongly reflected him and his values. Every detail that went into the project was hand selected through collaboration and I was able to grasp the importance of integrating human connection within the website through live video feeds and human centered chat boxes to reflect his personal human touch.



# Laser Tech Company

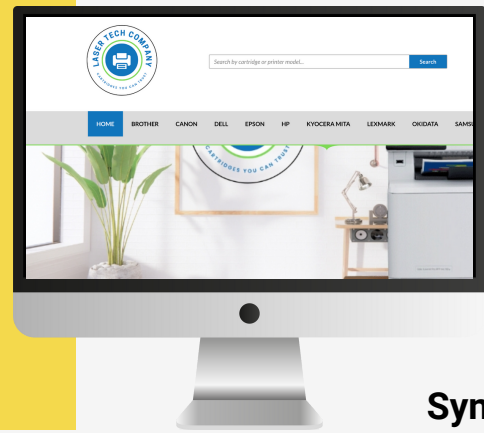
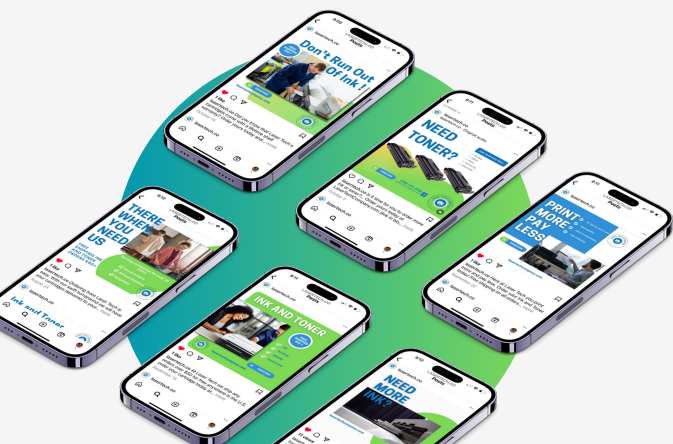
Project / Media Manager  
2022-2023

- Developed visually appealing and user-friendly digital interfaces to enhance user experiences.
- Created stunning visual assets, including icons, graphics, and layouts, to maintain brand consistency.
- Collaborated with web developer to execute objectives from start to finish.



## Rebranding

I worked closely with the owner and web developer to maintain brand consistency across all platforms. Once we were able to distinguish a style guide for Laser Tech It was time to dig a little deeper and update it's prices to a competitive market, pricing over 2k products to ensure the company was in a competitive playing field.



## Synopsis

Laser tech company is a leading supplier of low-cost printer ink and toner. Who for the last 30 years had been operating mainly from referrals. In 2020 Laser Tech decided to take a more modernized approach to reaching their customers which caused for rebranding, a new website, product rejuvenation, and media management.

Through qualitative of research and analytics our team developed a user friendly interface that allowed users to seamlessly sift through Laser Tech's website with the most popular brands presented in the search bar so clients can order the cartridge that they need at an affordable price.

## Heading 1

### Heading 2

### Heading 3

Body



## The Audience

Leading this project I designed and developed ads to market the company to a broader audience. Though data has shown the company thrives in the more southern states in a predominately male identifying sector ages 45+ we found that a web application was more fitting targeting ads on Facebook and Instagram.

# Kendra Kennedy

UX/UI Designer

**“My Desire is to continue to grow as a designer creating what you'd love.”**

Hi, I am a U.S. native UX/UI Designer with a bachelor's of science, and a master's of educational leadership degree. I minored in textile and apparel in undergrad where I discovered design thinking and adapted it as a core value in my design process.

I have been working as a professional web developer and Digital Design Admin for the past 5 years. My primary focus is on interactive user friendly experiences that are aesthetically pleasing.

With experience working with Figma, Sketch, and Adobe I am adept at both independent and collaborative projects, with an emphasis on user experience and design. I have worked on several projects, including e-commerce websites, online booking systems, and mobile apps. I have experience with a variety of web technologies and agile development methodologies.

## Web Design Project

Created a responsive website for a local running coach using HTML, CSS, and JavaScript. The website includes a rate sheet, image gallery, chat, and contact form.

## Logo Design Project

Redesigned a new logo for a company in the tech industry. The logo incorporates the company's name and uses a modern, minimalist style.

## Social Media Campaign

Developed and executed a successful social media campaign for a production company. The campaign increased engagement and awareness to the company.

## E-commerce Website

Built an e-commerce website using Shopify for a small business. The website features product pages, a shopping cart and payment processing.

## Brand Identity Project

Created a comprehensive brand identity for a company in the education industry. The project included a logo, color palette, typography and brand guidelines.

