

# Andrea J. Kendall

Portfolio: <http://www.andreakendall.com>

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## SUMMARY OF QUALIFICATIONS

Usability Experience Designer with extensive record of success in designing Graphical User Interfaces (GUIs) that were highly rated by users. International Team Leadership experience. Employ Human Computer Interaction (HCI) principles and practices to fashion personas, wireframes, mock-ups, screen-flow diagrams, requirements and prototypes that create world class applications.

## ACHIEVEMENTS

- Allowed a company of 60 people to grow to over 850 people by designing the flagship middleware integration GUI.
- Identified over 100 usability issues that directly affected revenue and provided solutions in an Expert Review of the Guitar Center E-Commerce mobile application.
- Designed external presentation for a startup, show casing the mock-up for a Trading Manager web application.
- Created requirements and mock-up for Master Data Management Relationship web GUI.

## EXPERIENCE

### Usability Analyst / Designer

2011

The Creative Group: Contract for Guitar Center, Los Angeles, CA

Improved existing E-Commerce website and mobile applications.

- Created and improved wireframes for a products detail's page, shopping cart, checkout, main navigation and wish list for a system that had been inconsistent and hard to understand.
- Produced Information Architectural navigation flow diagrams of a complex E-Commerce system and proposed solutions for simplifying navigation.
- Recommended solution for better social networking integration.
- Summarized analytics data and identified critical trends using IBM Unica NetInsight and CrazyEgg heatmaps, overlays, scrollmaps and confetti views for main Guitar Center site.
- Worked with Vice Presidents and other key stakeholders to ensure all desired features were represented in the shopping cart and checkout wireframes.
- Researched and identified best of breed iPhone bar scanning application for future mobile application.
- Reduced complexity of navigation from up to six levels to just three.
- Developed best practices by systematic study of competitive E-Commerce sites, documenting inspiration for future development such as the "progressive checkout".

**Usability Technologist**

**2009**

RedSeal Solutions LLC, San Dimas, CA

Designed a Trading Manager web-based Business-to-Business (B2B) application for startup company.

- Created high fidelity mock-ups, screen flow diagrams and actors' document. Mock-ups became a key part of an external presentation about the company's offerings.
- Solved the design problem of allowing users to quickly describe B2B transactions used in agreements between trading partners. Flexible design supported both standard and custom formats.

**Role: Usability Designer (position titled Team Lead / Senior Software Engineer)**

**1994 – 2009**

Sun Microsystems (formerly SeeBeyond Technologies Corp. and STC), Monrovia, CA

Led the efforts to create the user interface portion of the Business-to-Business and Master Data Management applications. Included managing a team of international programmers.

- Spearheaded creation of requirements including GUI mock-up for the Master Data Management application.
- Took an ill-defined product and created the product vision and requirements by interfacing with Program Management, peers, management and customers.
- Reduced startup time by 20% by clearly communicating requirements of a new Master Data Management (MDM) relationship web GUI to an international team.
- Improved customers buy-in to future product by creating and presenting a Business-to-Business Dashboard mock-up to external customers.
- Educated team about company branding and interface design standards to ensure consistent look-and-feel and best of breed rich application.
- Transformed an ineffectual middleware GUI into an easy to use application, establishing a customer base that would allow a \$5M company to grow and be sold for \$387M.

**TECHNICAL / COMPUTER SKILLS**

**Hardware:** Intel-based Personal Computers, Mac, Sun Microsystems Solaris Workstations, Hewlett Packard HP-UX Workstations.

**Software Applications:** Omnigraffle, Photoshop, Illustrator, Pencil, PowerPoint, Adobe Fireworks, Word, Excel, Snagit, Jing.

**Operating Systems:** Windows, Mac OS 10, UNIX, IBM AIX.

**EDUCATION**

BS in Computer Science, California State University Northridge, Northridge, CA.

Graduated with honors.