

# Patience Kanda

UX DESIGNER

✦ (808) 232 5037

✦ patiencekanda@gmail.com

✦ patiencekanda.com

## EDUCATION

### General Assembly

April 2020

User Experience Design Course

### Colorado Mesa University

2008-2012

B.A. in Mass Communication

## AREAS OF EXPERTISE

- UI Design
- UX Research
- Facilitation
- Graphic Design
- Analytic Tracking
- Curating
- Project Management
- Social Media
- WordPress

## TECHNOLOGY

- Sketch
- XD
- InVision
- Photoshop
- InDesign
- Illustrator
- Premier Pro
- AfterEffects

## WORK EXPERIENCE

### UX Design Intern Ryffine

May 2020 - Present

- Collaborated on user journey and prioritized functionality
- Design sketches, low fidelity and high fidelity wire frames in Sketch
- Distilled user interviews/tests into iterative insights

### Local Store Marketing Coordinator Natural Grocers

Nov. 2016 - Present

- Analyze store sales, customer count, and trend data regarding media buys, events, and hyper-local marketing efforts
- Advocate for store level employees and customers as it applies to marketing decisions and initiatives.
- Impact shoppers journey and decisions based on competitor analysis
- Help manage budget of \$240k for local marketing efforts
- Assisted with projects such as a in-store voice assistant and website redesign and assessed customer interviews and made suggestions to build from

### Marketing Specialist Providigm, LLC

Aug. 2014 - Nov. 2016

- Curated personalized and branded content for healthcare SaaS tech company
- Worked with dev team to understand new features and how to market
- Created videos and motion graphics to market B2B healthcare software
- Prepared marketing collateral for three annual conferences

### Social Media + PR Coordinator Vexso Black, LLC

Feb. 2012 - Aug. 2014

- Designed personalized and branded content for social media platforms
- Designed logos, web interfaces, mobile app, marketing pieces
- Increased web traffic after 3 months

## ACHIEVEMENTS & AWARDS

September 2020

- Adobe Creative Jam Contest - Honorary Mention

2016 - 2019

- CMU Alumni Board - Communications Director

2012

- Alpha Chi Honor Society
- Dean's List
- Student Life Honorary

2010

- Alpha Chi Honor Society
- Dean's List

2008

- Leadership Recognition

## CERTIFICATES & TRAININGS

2020

- Daily UI

June 2020

- IDF Online Course: User Experience Guide

## REFERENCES UPON REQUEST