

# KENDALL JACKSON

Product Designer, Visual Designer, User Experience

## Experience

### Xplor | January 2025—Present

#### Senior Product Designer

Shaped the design discipline for Xplor Growth, a CRM product that operated without a dedicated designer since its inception in 2019

Lead end-to-end design— from discovery to high-fidelity— for a platform-agnostic product serving multiple verticals, balancing flexibility with usability across diverse consumer experiences

Define design processes, standards, and ways of working across a growing feature suite— including customer referrals, customer segmentation, marketing automation, survey management, and loyalty

Conduct user research through discovery sessions and usability testing to uncover friction points and validate solutions, keeping user needs at the center of every design decision

Leverage AI tools throughout the design process— from early ideation and rapid prototyping to annotated design handoffs— to accelerate iteration, cross-discipline collaboration and project efficiency

Mentor junior designers through weekly design reviews, providing feedback to elevate craft, quality, and design thinking across the team

### AKQA | March 2021—January 2025

#### Art Director

Redesigned complex ordering flows for Moe's Southwest Grill's app, simplifying multi-item customization so users could build and manage detailed orders with ease; and reworked the loyalty experience to help users distinguish between status-earning and redemption points, creating a clearer, more engaging rewards system

Collaborated with strategy and engineering teams to redesign the Tanger Outlets app and web experience, grounding the system in atomic design principles to ensure scalability and consistency across touch points

Led junior and mid-level designers in developing visual concepts, maintaining design systems, and producing strategically sound web and app experiences

Utilized Figma and Principle to build functional prototypes to communicate design concepts, user flows, and animations/interactions to team members and clients

#### Senior Designer

Led the UX and UI design of Capital One Travel's digital ecosystem, attracting over 8 million visitors and converting 1 in 4 to Capital One's booking site

Conducted user testing with UX designers to validate design decisions for a commercial security desktop and app dashboard experience

Animated and designed the digital experience for a summer music campaign by Coca-Cola, which was visited by over 4 million users and led to a 75% increase in conversion over previous years

### WDG | January 2020—March 2021

#### Senior Designer

Participated in pitch work that led to the acquisition of website redesign projects for clients such as Advamed and The Phillips Collection

Led conceptualization, wireframing, and design phases for website redesigns, receiving overwhelmingly positive client feedback

### ISL | February 2019—December 2019

#### Interactive Designer

Designed user flows for Volkswagen's vehicle customization experience and collaborated with creative leadership to establish a unified digital visual identity for New York-Presbyterian Hospital System

Shared best practices and process improvements with internal staff to increase proficiency of design tools across the creative team

## Education

### Temple University

Philadelphia, PA

Bachelor of Arts in Advertising, minor in Art

Fall 2010—Spring 2014

## Skills

Figma

Cursor

HTML & CSS

Adobe Creative Suite

Visual Design

Design Thinking

UX and UI Design

UX Research

Rapid Prototyping

Wireframing

## Contact

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