

# Kendall Tingey

## Senior Content Designer

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### Experience

#### Co-founder, Content Designer- With

May 2020 - Present (2 years)

I led the vision, development, and launch of a mobile-first marketplace that connects creators with fans. I worked with product managers, executives, and developers to design a system including video calling, appointment booking, and payment processing. My work involved collaborating with UX and UI designers to solve complex problems with specific product behavioral outcomes.

- I created a directory to help fans find creators based on multiple sets of criteria.
- To fix a business-breaking bottleneck, I designed an onboarding flow that decreased customer service calls by 90%.
- The product's beta required users to spend days negotiating a meeting time. To solve the problem, I led the creation of a profile page that allows fans to book sessions in 30 seconds.
- I built a conversion flow that resulted in a waitlist of 750+ creators and 20+ user interviews.

#### Founder, Content Designer - Spicy Water

December 2017 - Present (4 years)

Since late 2017, I've led a boutique agency specializing in creating digital content and experiences for clients like Johnson & Johnson, Vivint Smart Home, and more.

- For one client, I designed a website with a resource center that allows customers to access a business' podcast, blog posts, news articles, and radio appearances.
- I also led a team of creatives in developing a B2B email campaign that led to an increase in website visits and conversions.

#### Content Designer - Salty

June 2019 - March 2020 (1 year)

At Salty, I collaborated with designers and engineers to build a product that allowed customers to buy car insurance at the dealership. I helped set goals for product testing, define user flows, and write UX copy. The work required me to engage in user research and understand the needs, emotions, and behaviors of multiple users. I also helped test the product in the dealership. This prototype proved the company's assumptions and allowed the company to raise \$34.7M on the concept of embedded insurance.

#### Creative Strategist - Qualtrics

May 2016 - January 2018 (2 years)

I worked with a team of creatives to launch the Qualtrics XM platform. The creative strategy and brand messaging I wrote were integral to the product's debut, allowing Qualtrics to successfully launch a new flagship product in an emerging category.

#### Copywriter - FCB Chicago

May 2014 - June 2016 (2 years)

I developed concepts, creative strategy, copy, and ads for a diverse set of global brands, including Samsung, Jack Daniels, Anheuser-Busch, and Humana.

#### UX Designer - BYU Outdoors Unlimited

September 2012 - August 2013 (1 year)

I independently designed a new website that allowed students to rent outdoor equipment online. The project required me to conceptualize the new site, create a style guide, develop wireframes, design UX and UI, write microcopy, collaborate with developers, and deliver final designs for production.

### Skills

#### Design

Design Thinking  
Interaction/UI Design  
UX Design  
User Research/Testing  
Prototyping  
Product Roadmaps  
Feature Prioritization  
Systems Thinking  
Concept Sketching  
Mock-ups  
Accessibility  
Quality Assurance

#### Communication

Storytelling  
UX Copy  
Copywriting  
Microcopy  
Cross-functional Work  
Collaboration

#### Strategy

Research  
Strategic Planning  
Deck Design  
Deck Presentation

#### Entrepreneurship

Goal Setting  
Data Analysis  
Project Management  
A/B Testing  
Experimenting  
Multi-tasking  
Product Ideation  
Product Launches

### Tools & Technologies

Figma, XD, Sketch, Illustrator, Photoshop, InDesign, Premiere Pro, After Effects, Webflow, Asana, Bubble

### Education

Communications, BA  
Brigham Young University