



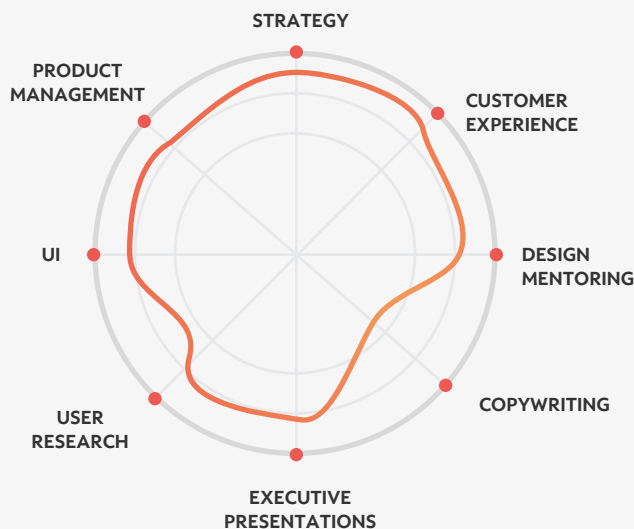
I'm **Kendra Doss** and I am a Product Strategist,
Design Leader & Professional Problem Solver

Kendra

Need Proof? Check it out:
kendradoss.com



MY SPECIALTIES



EDUCATION

- UNIVERSITY OF CENTRAL MISSOURI
B.S. Corporate Communications
Graduated Summa Cum Laude in 6 semesters
- FUNDAMENTALS OF UI DESIGN
M.I.T, Online Course
- NEILSEN USABILITY WEEK
SUMMER 2011

CAREER HIGHLIGHTS

Led a consolidated redesign of Spectrum's B2C web portals and app creating a mobile first strategy that streamlined development and and created a consistent user experience across all self-service platforms.

Lead strategist who oversaw the execution and launch of Spectrum's existing customer ecommerce program that resulted in a 400% increase in sales and a 3% increased YoY retention rate.

Designed a new digital bill experience for Spectrum that scored a 98.7% satisfaction rating—the highest usability scores ever achieved for any feature within the company.

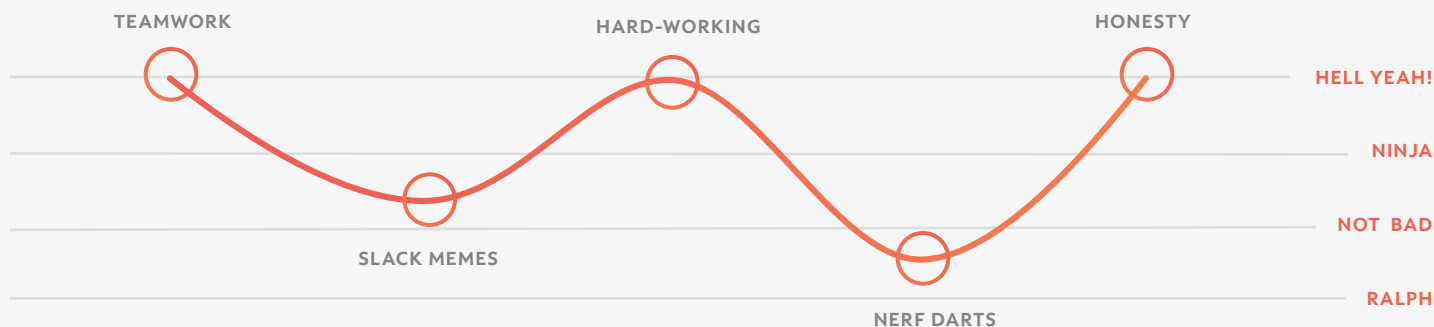
INTERESTED IN LEARNING MORE?

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LET'S CHAT

719.216.3402

WORKPLACE SKILLS





NOV 2017 - OCT 2023

1

SPECTRUM

Senior Principal Designer, UX Innovation & Strategy

Design leader overseeing the ecommerce, account management and WiFi connectivity experience for Spectrum's 25M customers on Spectrum.net and within the My Spectrum App.

- Leads the team responsible for launching Spectrum's first existing customer buyflows for Internet and TV products.
- Responsible for executing on Spectrum's ecommerce, connectivity and service management roadmap, setting UX strategy and collaborating with development & engineering to drive innovation.
- Manages all phases of the design and development cycle from concept to deployment, identifying UX gaps and presenting ideas for continual improvement to executive Spectrum leadership.
- Recommends future buyflow and account management experience strategies to Senior VPs and C-suite execs to address experience gaps and lay out a long-term UX vision.
- Recruits, manages and mentors a team of designers and product owners

2

FEB 2015 - SEPT 2016

COMPASSION INTERNATIONAL Senior Content Designer

Launched the redesigned Compassion Magazine website and was awarded best website design by the Evangelical Press Association. Conducted extensive user testing and made design enhancements to the site to ensure the website matched the Magazine's publishing strategy.

- Created Compassion Magazine's first component design library and web & app styleguides.

- Designed and developed new storytelling components using php and javascript for a more immersive, online reading experience.

- Implemented analytics and created data dashboards to measure impact of feature improvements.

MAY 2014 - JAN 2015

3

OUTREACH, INC

Lead User Experience Designer

Led the user experience design for the launch of Outreach's custom design upload web experience that enabled customers to design their own banners, postcards and marketing materials online. Documented business goals and product requirements, and translated those ideas into creative, innovative, and functional design concepts

4

JUN 2010 - MAY 2014

FOCUS ON THE FAMILY Lead User Experience Designer

Led the user experience and visual design for all Focus on the Family's websites. Partnered with editorial and development teams to execute and deploy extensive redesign projects, large site enhancements and interactive experiences across multiple digital channels.

- Created detailed design and functional specifications while collaborating with product owners and agile development teams for implementation, testing and launch.

- Led the creation of FOTF's first digital component libraries, user-centered design patterns and organizational styleguides for design and development efficiency.

MAY 2008 - JUN 2010

5

ACROSSTOWN MEDIA

Integrated Marketing Manager

Guided the cultivation of interactive concepts and user experience between creative team and clients. Handled the day-to-day operations including research, scope development, creative briefing and job execution for clients including Sprint, H&R Block, Ford Motor Company and Smalltown.com

SEE MORE CAREER DETAILS

[Linkedin.com/in/kendradoss](https://www.linkedin.com/in/kendradoss)

CHECK OUT MY WORK

kendradoss.com