Kendra Sarvadi

Designer | Researcher

828-273-2091
ksarvadi01@gmail.com
kendra-sarvadi.com

WORK

Senior Designer | Ad Hoc
2019 – Present

I'm a UX designer working to ensure that people can easily and successfully apply for health care coverage on healthcare.gov.

Key responsibilities

- **Design**: Plan and carry out strategic initiatives to identify, prioritize, design, test, and implement iterative product improvements based on user research, business objectives, and policy requirements
- **Collaborate** with internal team members (product, engineering, design) as well as client stakeholders and SMEs (policy, content, communications) to roadmap UX enhancements and new product features
- **Research**: Identify research needs and opportunities, define test goals, create materials including prototypes, and work with research partners to synthesize findings to inform UX improvements
- **Communicate** design work at all phases, from discovery through finalization, telling the story of the design's evolution and tying solutions to established pain points and desired outcomes while inviting and applying input from stakeholders throughout
- **Contribute** to the growth of the UX design practice through collaboration and mentorship across various touchpoints

Recent project highlights

- Designed updates to repair a policy-related coverage gap, which opened access to more affordable coverage to millions of people in the US
- Led a discovery initiative to improve navigation, wayfinding, and editing capabilities within the application, then defined and maintained an evolving design strategy from which several phases of improvements have been prioritized and implemented

UX Designer | Anthroware
2016 – 2019

Established a user experience design practice grounded in research at this product design and development agency. As a member of a small team, I worked directly with clients, project managers, product owners, and business strategists to define goals, tasks, and timelines. I collaborated with graphic designers, engineers, and QA to explore, refine, build and test solutions.

UX Designer | Smartrac
2015 – 2016

UX designer on a small team exploring strategic uses of the company's RFID product line to enable IoT capabilities and solutions for a range of users, from independent developers to enterprises.

SKILLS

Design & product

- Design strategy and product roadmapping
- Service, user flow, content, and process mapping
- UX, UI, and interaction design
- Sketching, wireframing, mockups, prototyping
- Content design, microcopy, and UX writing

Research

- Design discovery
- Workshop design and facilitation
- Formative and evaluative research and testing
- Analysis, synthesis, and recommendations

Communication & collaboration

- Storytelling through presentation of design work using effective artifacts for different audiences
- Cultivating stakeholder relationships
- Design documentation
- Process documentation & improvement
- Design mentorship and advocacy

TOOLS

Current everyday use

Sketch, InVision, Mural, Confluence, Jira, Coda, Phrase, Slack, Google Suite (Sheets, Docs, Slides)

Occasional or past use

Optimal Workshop, LucidChart, Quicktime, Airtable, Figma, Miro, Trello, Axure, Adobe, Evernote, Zeplin, Microsoft Office

EDUCATION

User Experience Immersive

General Assembly, Atlanta GA | 2015

Bachelor of Arts, English

University of Michigan, Ann Arbor MI | 1996

MISSION

I aim to help cultivate an equitable and just society by questioning assumptions about the problems we face as humans, and technology's role in helping to solve them; by learning from and shifting power to those who experience specific problems most intimately; and by applying my skills and heart to the task of designing solutions that really work, together with the people most deeply and urgently affected.

ACTIVITES & INTERESTS

Exploring ways to use a tech designer's toolkit for community-building.

Co-Organizer
Make A Mark Asheville | 2018 & 2019

One of a team of four, I helped organize Asheville, NC's first and second annual Make A Mark events. These 12-hour design and development make-a-thons benefit local nonprofits.

Together we got the word out to makers and nonprofits, identified projects and matched them with people, and coordinated all the moving parts to ensure that volunteers could do their best work on behalf of their organizations on the day of the event.

User Researcher
Asheville Design Center | 2015

I volunteered on this placemaking project facilitated by the nonprofit Asheville Design Center in partnership with the City of Asheville. Our goal was to gather community input about how to use a long-vacant and contentiously debated empty lot in the center of downtown Asheville.

I created project briefs to help different project teams keep track of project goals, responsibilities, and timeline; designed and facilitated research activities, such as an online survey to prompt feedback on potential uses; and organized research data to assist with analysis.