

Wendy Orellana

Product Designer

w.g.orellana@gmail.com

wendyorellana.com

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

786-283-1953

Experience

Product/UX Designer | KPMG

2022 - Present / Miami, FL

- Collaborated with cross-functional teams to design & enhance CORE, a comprehensive employee one-stop shop powered by ServiceNow used by 40,000 employees.
- Developed & maintained extensive documentation, ensuring consistency in design system implementation across all teams.
- Conducted rigorous user testing, analyzed key data metrics, & delivered strategic recommendations that improved employee satisfaction.
- Championed WCAG compliance & enhanced accessibility features.
- Spearheaded the integration of generative AI products into the employee experience, enhancing workflow efficiency & delivering highly personalized user interactions.

UI/UX Designer | Allocations

2021 - 2022 / Remote

- Collaborated closely with product managers & UX designers to translate complex project requirements & business objectives into intuitive user interfaces.
- Led the end-to-end design of the Instant Banking internal tool, partnering with a cross-functional team to reduce bank account creation time, significantly enhancing operational efficiency.
- Produced high-fidelity mockups, interactive prototypes, & graphics, utilizing Agile methodology to deliver rapid, user-centered solutions that met tight deadlines.
- Ensured product consistency & brand alignment by effectively leveraging the Allocations Design System.

Designer | Freelance

2018 - 2022 / Miami, FL

- **Project 1:** Managed an Etsy shop called Little Study Buddy Shop; developed branding, designed products for the shop, & devised marketing to drive strategic growth & support achievement of revenue goals.
- **Project 2:** Developed a website for a salon using Figma & Webflow that showcased the salon's services. Resulted in an increase in user clicks & expanded the customer base.
- **Project 3:** Designed a website for a band using Figma, analyzed user feedback to iterate on the design, & built the site using HTML, CSS, & JS. Increased user engagement & improved music app streaming.
- Led product solutions through UX research, including market research, competitive analysis, & user interviews.
- Optimized product ideation & design process with low to high fidelity wireframes.

Education

Florida Int. University

B.A. in Computer Science

Coursera

Google UX Design Certificate

Skills

Design

UX strategy, User flows, Concept sketches, Wireframes, Prototypes, Mockups, Design systems, Branding, WCAG compliance

Research

User interviews, Usability testings, Competitor analysis

Tools

Design

Figma, Adobe XD, Illustrator, Photoshop, Premiere

Programming

HTML5 & CSS, JavaScript, Python, SQL, Django, WebFlow

Product / Project Management

Jira, Hive, Slack, Notion, Monday