

PATIENCE KANDA



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www.patiencekanda.com

ABOUT

Driven and innovative professional seeks a position as UX Designer at Providigm. Multi-faceted and dynamic with a B.A. in Mass Communications with over seven years of experience in design, project management, and streamlining systems. Seeking an opportunity to expand professionally and transition into UX design,

EDUCATION

April 2020
General Assembly
User Experience Design Course

2008-2012 GPA 3.87
Colorado Mesa University
B.A. in Mass Communication

AREAS OF EXPERTISE

+UI
+Facilitation
+Graphic Design
+UX Research
+Analytic Tracking
+Curating

+Project Management
+Social Media
+WordPress

TECHNOLOGY

+Sketch
+XD
+InVision
+Photoshop
+InDesign
+Illustrator

+Premier Pro
+AfterEffects

WORK EXPERIENCE

- + **Local Store Marketing Coordinator - Natural Grocers** (Nov. 2016 - Present)
 - Track and analyze store sales, customer count, and trend data within markets regarding media buys, events, and hyper-local marketing efforts
 - Manage event coordination for 160 stores company-wide
 - Manage event coordination for 155 stores in 20 states, growing program from 0 to 700 community events per year
 - Maintain and understand the current landscape of competitors as it impacts our customers and marketing efforts
 - Help manage budget of \$240k for local marketing efforts
 - Collaborate with creative and social team to create assets and strategies for event promotion
- + **Marketing Specialist - Providigm LLC** (Aug. 2014 - Nov. 2016)
 - Curated personalized and branded content for the healthcare industry across social media platforms
 - Designed content, web interfaces, and print/digital marketing pieces
 - Created videos and motion graphics to explain healthcare software
 - Prepared marketing collateral for three annual conferences
- + **Social Media & PR Coordinator - Vexso Black** (Feb. 2012 - Aug. 2014)
 - Designed personalized and branded content for social media platforms
 - Utilized and implemented the Vocus and PR Web integrated marketing system as a tool for various company marketing
 - Designed logos, web interfaces, mobile app, marketing pieces
 - Increased web traffic after 3 months

ACHIEVEMENTS & AWARDS

- 2016 - 2019
 - +CMU Alumni Board - Communications Director
- 2012
 - + Alpha Chi Honor Society
 - + Dean's List
 - + Student Life Honorary
- 2010-2011
 - + Alpha Chi Honor Society
 - +Dean's List
- 2009
 - + Dean's List
- 2008
 - + 2008 Leadership Recognition

REFERENCES

Kelly O'Brien Smith 303.909.0281
Team Leader - Whole Foods Market

John Nelson 970.433.2503
President - Vexso Black

Deborah Hoefler 970.261.5146
NuVision Networks Corp.