Kenly Xu

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Experience

Senior Designer 12/2025 — Present, Rancho Cucamonga, US

Build Shopify themes, apps, and custom functions; develop Zendesk themes, forms, and support workflows.
Design reusable Klaviyo templates that outperform prior designs through UX, content strategy, and A/B testing.
Create Cinema 4D product scenes with custom lighting, staging, materials, cameras, and environments.

Senior Product Designer · CrowdStrike 04/2022 — 05/2025, Remote, US

Redesigned CrowdStrike Marketplace and SMB self-assessment and checkout flows for cybersecurity services.
Led end-to-end SMB onboarding UX for local agent installation, portal verification, visuals, and motion.
Designed custom-script scheduling, variables, and performance guardrails for fleet-scale IT automation.

Senior UX Designer · People Inc 10/2019 — 04/2022, Los Angeles, CA

Developed WordPress themes for three brands and customized CMS workflows for marketing content management.
Designed iOS meditation and rewards-survey experiences in close collaboration with engineering teams.
Redesigned a client dashboard to make survey results and recurring data visualizations easier to interpret.

Web Designer · Newegg 03/2017 — 10/2019, Diamond Bar, CA

Redesigned a weekly promotional site to improve browsing and engagement across long-scroll ecommerce pages.
Designed campaign assets and coded HTML landing pages for interactive ecommerce promotions.

Web Designer / Developer · BCR Co Pty Ltd. 12/2014 — 03/2017, Alhambra, CA

Designed marketing content and maintained front-end UI with HTML, Sass, JavaScript, jQuery, and Vue.js.

Graphic Designer · Lava Heat Italia 09/2014 — 12/2014, Los Angeles, CA

Education

Bachelor of Arts in Visual Communication & Graphic Design CalState University, Los Angeles, 2012 - 2014

Skills

Product design, UI/UX design, eCommerce UX, Design systems, Interaction design, Information architecture, User flows, Workflow design, Onboarding design, Visual design, Product-content design, User research, Usability testing, Heuristic evaluation, WCAG awareness, AI-assisted prototyping, Systems thinking, Rapid iteration, Full stack

Figma, Sketch, Adobe Creative Suite, Cinema 4D, Spline, ProtoPie, Shopify, WordPress, Zendesk, Liquid, HTML/CSS, JavaScript, Next.js, React, Vercel, GitHub, VS Code, Codex, ChatGPT, Sanity, Swift UI, Xcode