

Kendra Shrable | Brand + Product Designer

Portfolio: kendrashrable.com

Email: kendrashrable@gmail.com

Phone: 501-813-5411

Location: Fort Smith, AR (Remote)

Brand and digital designer with 15+ years of experience creating websites, visual identities, campaigns, and digital products. I combine strong visual design, UX, and creative thinking to turn complex ideas into engaging, intuitive web experiences. Experienced in designing for technology brands, building scalable design systems, and bringing ideas from concept through prototype and launch in collaboration with marketing, product, and engineering teams.

Work Experience

Founder / Brand + Digital Designer

Very Swell – 2018-Present • Remote

Lead an independent brand and web design studio helping businesses develop distinctive brand identities and engaging digital experiences from strategy and concept through execution and launch.

- Lead brand and digital design projects from initial strategy and creative exploration through execution and launch.
- Develop distinctive visual identities and scalable brand systems, including typography, color, art direction, graphic language, and brand guidelines.
- Design custom, responsive websites that translate brand positioning and complex messaging into engaging digital experiences.
- Explore creative layouts, visual storytelling, and interactive concepts while balancing aesthetics, usability, accessibility, and performance.
- Establish consistent design systems and reusable visual patterns across websites, campaigns, and digital touchpoints.
- Translate brand strategy into cohesive creative expressions across marketing campaigns, social content, print, packaging, and other customer touchpoints.
- Collaborate directly with clients to define creative challenges, present concepts, incorporate feedback, and bring ideas to life.

UX/Product Design Engineer

Inuvo, Inc. – Nov 2022-May 2026 • Remote

Led UX/UI and visual design for Inuvo's AI-powered advertising platform, translating complex software capabilities, data, and technical concepts into clear, intuitive digital experiences and scalable design systems.

- Designed end-to-end digital experiences for audience discovery, analytics, campaign workflows, and AI-powered advertising products.
- Translated complex software capabilities, technical concepts, and AI-generated insights into clear,

engaging, and intuitive interfaces.

- Created high-fidelity designs, interactive prototypes, and detailed interaction models in Figma, moving concepts from early exploration through implementation.
- Developed scalable design systems, reusable components, visual languages, and interaction patterns that improved consistency across the platform.
- Collaborated closely with Product Managers, Engineers, Marketing, and business stakeholders to align design solutions with user needs, technical constraints, and business objectives.
- Established visual and UX patterns across an evolving suite of interconnected products, balancing individual feature requirements with the broader user experience.
- Advocated for accessibility, usability, and high standards of visual design throughout the product development process.

UX/Web Designer & Developer

Inuvo, Inc. – Feb 2016-Nov 2022 • Little Rock, AR / Remote

Designed and developed brand-forward websites and digital experiences across Inuvo's corporate, marketing, and product ecosystem, translating complex technology and product offerings into visually engaging, intuitive customer experiences.

- Designed and developed corporate, marketing, revenue-generating, and product websites aligned with brand strategy, customer needs, and business objectives.
- Led UX/UI and visual design for responsive websites, balancing creative expression, usability, accessibility, and performance.
- Created visual concepts, page systems, and digital experiences that translated complex software products and technical messaging into clear, compelling customer-facing narratives.
- Developed responsive layouts, interactive elements, and reusable design patterns that maintained visual consistency across digital properties.
- Collaborated with Marketing, Product, IT, and editorial teams to bring creative concepts from initial exploration through design, development, and launch.
- Built custom WordPress websites using HTML, CSS, JavaScript, and PHP, bridging visual design and technical implementation.
- Applied consistent visual and interaction patterns across websites while adapting experiences for different audiences, products, and business objectives.

Website Designer/Developer

First Orion – Jun 2020-May 2021 • Little Rock, AR / Remote

Worked closely with Marketing to evolve First Orion's digital brand presence through its corporate website and supporting creative, translating complex technology offerings into clear, visually engaging customer experiences.

- Designed and developed the company's corporate website in WordPress, balancing visual storytelling, brand consistency, usability, and performance.
- Established responsive layouts, content hierarchy, and cohesive visual patterns that supported intuitive navigation and customer understanding.
- Translated complex technology and business messaging into engaging website content and digital experiences.

- Created integrated marketing assets across email campaigns, eBooks, white papers, events, and other digital and print touchpoints.
- Collaborated with Marketing to maintain visual consistency and cohesive brand expression across web, campaigns, and supporting creative materials.

Visual Designer

Verizon – Mar 2013-Dec 2015 • Little Rock, AR

(Contract through Pinnacle Technical Resources)

Designed integrated digital experiences and campaign creative across Verizon's B2B and B2C businesses, supporting major product launches, national marketing initiatives, and customer-facing digital experiences.

- Created visual concepts, high-fidelity designs, digital advertising, and landing page experiences supporting major device launches for Apple, LG, Motorola, Nokia, and Samsung.
- Designed integrated creative for large-scale seasonal campaigns, including Back-to-School, Black Friday, Cyber Monday, Christmas, Mother's Day, and Father's Day.
- Served as lead designer for national initiatives including 4G LTE, Softcard, and Verizon Smart Rewards.
- Collaborated across internal teams and external brand and agency partners, including Apple, Google, AKQA, McGarryBowen, Moxie, and Rauxa.
- Adapted established enterprise brand systems and campaign concepts across digital formats while maintaining consistency, visual quality, and production requirements.
- Balanced creative execution, brand standards, and business objectives across multiple customer audiences and digital touchpoints.

Technical Skills

Web & Experience Design: Web Design, UX/UI Design, Interaction Design, Information Architecture, User Flows, Responsive Design, Prototyping, Wireframing, Accessibility (WCAG), User-Centered Design

Brand & Visual Design: Brand Design, Visual Identity, Art Direction, Creative Direction, Typography, Visual Storytelling, Campaign Design, Brand Systems, Color Systems, Digital Design, Brand Guidelines

Design Systems & Strategy: Design Systems, Component Libraries, Visual Systems, UX Strategy, Creative Concepting, Brand Strategy, Information Hierarchy, Design Patterns

Tools & Technology: Figma, Figma Make, Adobe Creative Suite, Framer, Webflow, WordPress, Squarespace, HTML, CSS, JavaScript, PHP

Collaboration & Execution: Cross-Functional Collaboration, Stakeholder Communication, Design Presentations, Creative Problem Solving, Concept Development, Design-to-Development Collaboration

Professional References

References available on request. [Email me](#) and I'll send names and contact details.