

KARI BRENNAN

PRINCIPAL PRODUCT/UX DESIGNER

SKILLS

ACCESSIBILITY

AI/MACHINE LEARNING

COLOR THEORY

COLLABORATION

DESIGN FLOWS

DESIGN SYSTEMS

DESKTOP AND MOBILE

DISTRIBUTED TEAMS

EMPATHY

EXPERIMENTATION

FACILITATION

HI-FIDELITY DESIGNS

HTML / CSS

INCLUSIVITY

ITERATION

MENTORSHIP

PATTERN LIBRARY

PROTOTYPES

RAPID ITERATION

RESEARCH

TYPOGRAPHY

USER TESTING

VISUAL DESIGN

W3C ACCESSIBILITY

WIREFRAMES

EXPERIENCE

PRODUCT / UX DESIGNER / RESEARCHER

Freelance and Consulting | 2011 – Present

Working the full span of UX and Product Design and Research, I provide thoughtfully executed applications and experiences across a variety of digital landscapes and work as a mindful advocate for accessibility. I conceptualize, lead and execute both design and research for industries including: Healthcare, Finance, Automotive, SaaS, Entertainment and many more.

I'm proud to have worked with top global creative and digital agencies, including: Campbell Mithun, Carmichael Lynch, Fallon, JWT, MRM Worldwide, OLSON, Ogilvy, Pop, Publicis, Razorfish, VML, Wunderman, and many more

Clients Include: 3M, Allina Health, BCBS, Best Buy, Disney, Ford Motors, Intel, Nike, Medtronic, Microsoft, Optum Health, Purina, Starbucks, Subaru, Target Corporation, T-Mobile, USAF, and more

PRINCIPAL PRODUCT DESIGNER

REI | July 2021 – April 2022

Drawing on methodologies including accessibility, typography, color and space, I championed best practices across design and content for an ambitious test-and-learn Innovation Team. I partnered closely with Brand and Design Systems to ensure that designs were thoughtful and on-brand, and that the customer voice was a primary consideration.

In addition to running workshops and brainstorming sessions, I iteratively tested design versions with users and refined the visual language within the product space to design beautiful, usable interfaces.

Skills used: Figma, Agile Methodology, User Research and Testing, User Interviews, A/B testing, Mural Workshops, FigJam, UX Strategy, UX/UI Design, Service Design, and Design Thinking

SENIOR PRODUCT DESIGN LEAD

TotalExpert | August 2020 – July 2021

As an Individual Contributor for a SaaS startup, I led the product design initiative for customer journeys—transforming form-based processes to a fully-functional canvas-based application that was both powerful and visually appealing. I facilitated workshops and brainstorm meetings in Mural, mentored and managed designers on my team, interviewed and on-boarded new team members and actively contributed to design leadership. During my time within the team, I implemented accessibility standards within my own product and the larger design team, and established an initial design system. Work included: rapidly prototypes; test / iterate to create intuitive end-to-end experiences, and apply research insights across the customer experience.

TOOLS

A/B TESTING

ABSTRACT

ADOBE CREATIVE SUITE

AGILE

AXURE

BOOTSTRAP

CONFLUENCE

FIGMA

HTML / CSS

INDESIGN

INVISION

JIRA

MURAL

SKETCH

SLACK

TEAMS

USERTESTING.COM

ZOOM

EDUCATION

BACHELOR OF ARTS

SCSU (Magna Cum Laude), BA

English / Design & Visual

SEMESTER ABROAD

University of Oxford (4.0)

English / Art / Theater

CERTIFICATE

IBM

Enterprise Design Thinking

EXPERIENCE

SENIOR PRODUCT DESIGN LEAD

Kroger | March 2020 – August 2020

During the first months of uncertainty in COVID I contracted as an embedded product design lead with Kroger's product team to rapidly stand up both store and customer process for grocery pickup. My role considered both complex, connected systems and the customers deeply affected by this unprecedented time. I ran ongoing interviews with Kroger employees to understand their specific challenges, and make things better for essential front line workers.

SENIOR PRODUCT / UX DESIGN LEAD

Consulting | 2014 – 2019

As a lifelong creator and maker, I take great pride in crafting usable, accessible and modern designs through design flows, prototypes and high-fidelity visuals. I perform rigorous validation and testing, and obsessively research best practices. As a collaborator, I engage cross-functionally to produce designs that spark delight for my stakeholders and users. I am a passionate advocate for Accessibility, Diversity and Inclusion, enthusiastic design thinker, and ongoing contributor to Design Systems within my teams.

Long-Term Embedded Consulting Engagements Included:

- Senior Product Designer | BBY: Connected Home, Ecomm Mobile App, Innovation Team
- UX Design Lead | JWT: Optum Health Redesign + Design Systems
- Senior UX Designer | Health Partners: Design Systems, Global Consumer Site Redesign

SENIOR DIGITAL ART DIRECTOR (ETW)

Nike | May 2011 – Aug 2012

- Digital Art Director and Designer Nike+ iPad app (Nike Running)
- Technical Producer for integrated iPad app + Touchscreen experience (London Olympics)

SENIOR DIGITAL ART DIRECTOR

Razorfish | July 2010 – June 2011

On a long-term contract with my ongoing client, Razorfish, I provided everything from ad campaigns to website updates and large-scale redesign efforts.

Client list: Honda, Microsoft Bing, MillerCoors, T-Mobile

SENIOR DIGITAL DESIGNER / ART DIRECTOR

Y&R Group Seattle | Aug 2007 – June 2010

As a long-term permalancer, I contributed to a range of end-to-end digital deliverables, including animation, code, design and art direction.

Client list: Microsoft Brands (Mobile, Windows, Xbox, Zune), T-Mobile

DIGITAL DESIGNER

IMDb (Amazon) | Apr 2006 – July 2007

At IMDb, I worked directly on many of the most innovative, eye-catching online campaigns in the golden era of animation.

Skills used: Animation, Adobe Creative Suite, Wireframes, Storyboarding, Online Ads, Site Redesign, Client Presentations, Video Editing, Advertising, and HTML Prototyping