

Brynne Kennedy

Product Design & Strategy

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Career Experience

Director of Product Design & Creative

Nextech.3D.AI • March 2020 - Present (3 Promotions since hire date)

- Directed and built a team of 6 UX, UI, Visual & Interactive Designers, fostering a culture of high-performance and continuous growth, while championing an inclusive environment.
- Crafted and executed a comprehensive design process to ensure delivery of high-quality work, involving frequent design reviews, collaborative ideation sessions, and user-centric research methodologies.
- Played a pivotal role in shaping the overarching product strategy, collaborating closely with cross-functional teams to develop and align on strategies that drove product innovation and success.
- Acted as a liaison between design and stakeholders, facilitating communication and alignment on strategic initiatives, defining and prioritizing product features and functionality to ensure alignment with user needs, business objectives, and market trends.
- Provided creative leadership for branding initiatives, developing comprehensive brand guides and a versatile design system. Established a cohesive design framework adaptable to various products and verticals, ensuring consistency across diverse brand applications.
- Executed end-to-end UX design of product features, ensuring seamless user experiences and adherence to design principles throughout the development process.

Senior UX/UI Designer

Safyre Labs • October 2019 – March 2020 (jewlr.com & leefiori.com)

- Led all aspects of UX/UI design for two prominent jewelry e-commerce websites, strategically driving site redesigns that significantly boosted sales.
- Leveraged extensive market research and in-depth analysis of user behavior to craft intuitive and engaging user experiences.
- Through meticulous redesigns of various website features, achieved substantial increases in sales and conversion rates, effectively enhancing the overall customer journey and driving business growth.

Product Designer

Tribal Worldwide / DDB • January 2019 – March 2019 (Contract)

- Crafted UX/UI design solutions for clients, showcasing expertise in branded responsive marketing and landing pages.
- Utilized comprehensive UX research and analysis to drive design decisions, ensuring alignment with user needs and business objectives.

- Collaborated with cross-functional teams to successfully execute website redesigns and discovery projects for renowned clients such as Nestle and Volkswagen.

Visual Director

Joe Fresh • March 2018 – September 2018

- Revolutionized visual concepts across 350+ Joe Fresh locations worldwide, integrating innovative 3D elements and distinctive prop materials to enhance brand aesthetics.
- Conceptualized and implemented visual projects for showrooms, pop-ups, and store interiors, harmonizing design elements ensuring consistency and alignment with business goals.

Corporate Visual Display Manager

Sporting Life • September 2010 – March 2018

- Led the establishment of a dynamic team comprising 16 display managers and designers across 11 store locations, fostering collaboration and creativity in executing visual display projects.
- Conceptualized and implemented design strategies that harmonized with brand guidelines and product narratives, enhancing the overall customer experience and driving sales.
- Executed the creation and integration of visually captivating in-store graphic designs, including vendor signage, window vinyls, and murals, to captivate customer attention and reinforce brand identity.
- Managed end-to-end project execution, including the outsourcing of prop production and coordination with vendors, ensuring seamless delivery and installation of visual displays.
- Orchestrated project schedules, managed budgets, and allocated resources effectively to facilitate display changeovers across 11 store locations monthly, totalling 85 storefront windows nationwide.

Education

BrainStation

UX Design Diploma (Read more about my career transformation [here](#))

OCAD University

Bachelor of Fine Arts (Major in Photography, Minor in Sculpture & Installation)

Skills

Design Skills

UX & UI Design • Prototyping • Visual Design • Interaction Design • Prototyping • Wireframes • Information Architecture • Design Systems • Research • Usability Testing • Strategy • Requirements Gathering • Design Thinking • User Advocacy • Competitive Analysis • Heuristic Analysis • Accessibility Fundamentals • Figma, Photoshop • Illustrator • Augmented Reality • Spatial Design • Branding & Identity

Leadership & Soft Skills

Team Leadership • Project Management • Strategic Thinking • Verbal & Written Communication, Collaboration • Adaptability • Self Starter • Problem Solving • Decision Making • Coaching & Mentoring • Continuous Improvement • Team Motivation • Empathy • Time Management • Imagination & Creativity