

# Brynne Kennedy

## Product Design & Strategy

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## Career Experience

### Director of Product Design & Creative

Nextech.3D.AI • March 2020 - Present (ARitize 3D, ARway, Toggle3D.AI, MapD)

- 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(+4%).
- 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