

Brynne Kennedy

Product Design, Leadership & Strategy

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Career Experience

Senior Lead Product Designer & Consultant- Build Capable

June 2020 - Current (Contract- Build Capable XCL)

Owned the end-to-end design process for a new product concept, working autonomously to shape product vision, user requirements, and brand identity, all the way through to launch. Developed a scalable design system, enabling rapid product enhancements and consistent brand experience, contributing to product launch success. Partnered with developers to translate design into production, overseeing launch and alignment with strategic objectives.

Director of Product Design - Nextech.3D.AI

March 2020 - October 2024 (First Designer - ARitize 3D, ARway, Toggle3D.AI, MapD)

Directed and built a team of 6 designers (UX, UI, Visual, and Interactive), creating a high-performance, inclusive culture. Developed a structured design process with regular reviews and user-centric research, driving product quality and innovation across ARitize 3D, ARway, Toggle3D.AI, and MapD.

Key Contributions:

- Pioneered design strategies in AI, AR, Digital Twin and 3D technology, helping position Nextech as a leader in the emerging tech market for 3D solutions.
- Led ARitize 3D's design, positioning it as Amazon's top supplier of 3D models, a pivotal success in emerging tech across AI, AR, and 3D.
- Shaped product strategy, collaborating closely with stakeholders to align on impactful features and long-term goals.
- Established and maintained cohesive brand guides and a scalable design system, ensuring visual and functional consistency across all products.
- Acted as a primary liaison for cross-functional teams, defining and prioritizing features that aligned with business and market needs.

Senior UX/UI Designer - Safyre Labs

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

Led UX/UI redesigns for two jewelry e-commerce sites, leveraging market research to enhance the customer journey. Led UX/UI redesigns that streamlined the checkout process, resulting in a +4% to +7% increase in

sales. Boosted conversion rates by aligning UX with business goals, optimizing various site features to support a seamless shopping experience.

Product Designer - Tribal Worldwide / DDB

January 2019 – March 2019 (Contract)

Crafted responsive UX/UI designs for clients like Nestle and Volkswagen, based on UX research and cross-functional collaboration to execute impactful redesigns and discovery projects.

International Visual Director - Joe Fresh

March 2018 – September 2018

Enhanced brand presence across 350+ locations worldwide by integrating 3D elements and distinctive props into visual concepts. Created cohesive store experiences by aligning showroom, pop-up, and in-store visuals with strategic brand objectives. Oversaw the design and execution of high-impact visual projects, ensuring brand consistency across diverse retail environments.

Corporate Visual Manager • Sporting Life

September 2010 – March 2018

Built and led a team of 16 visual display managers and designers across 11 stores, executing visually engaging displays aligned with brand and seasonal campaigns. Directed and designed in-store graphics including vendor signage, window vinyls, and murals, to enhance customer engagement and drive sales. Managed end-to-end project logistics—from budgeting and vendor coordination to production and installation—achieving seamless display changeovers across 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

Core Design Skills

Product Strategy • UX/UI & Interaction Design • Scalable Design Systems • Cross-Platform Design • User Research & Testing • Accessibility & Usability • End-to-End Product Development • Information Architecture Prototyping • User-Centered Advocacy • User Journey Mapping • Emerging Tech (AR, AI, 3D)

Leadership & Soft Skills

Strategic Vision & Product Alignment • Cross-Functional Team Leadership • Stakeholder Engagement & Communication • Process Improvement & Scalability • Team Development & Mentorship • Decision Making & Problem Solving • Adaptability & Empathy • Project Planning & Resource Management