Brynne Kennedy

Product Design, Leadership & Strategy

brynnek@gmail.com
(647)283-2796
www.brynnekennedy.com

Design Leader with 7 years of expertise in building and scaling innovative AI, AR, and 3D product experiences. I excel at directing talented design teams, shaping strategic product vision, and fostering cross-functional collaboration to deliver impactful, user-centric solutions in rapidly evolving tech environments.

Career Experience

Lead Product Designer & UX Consultant- Build Capable

June 2024 - 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)

- Pioneered and led product design strategies for cutting-edge AI, AR, Digital Twin, and 3D technologies, delivering innovative solutions for clients and partners including TedX, Unesco, Dell, Carnegie Mellon University, Toronto Metropolitan University, Government of Canada, and Microsoft
- Directed and built a high-performance team of 6 designers (UX, UI, Visual, and Interactive), fostering an inclusive culture and developing a structured design process that drove product quality and innovation.
- Led the design of ARitize 3D, successfully positioning it as Amazon's top supplier of 3D models, a pivotal achievement in the emerging AI, AR, and 3D market.
- Shaped overall product strategy and vision, significantly accelerating feature delivery for design and engineering teams by streamlining cross-functional collaboration and defining clear priorities with stakeholders.
- Established and maintained a cohesive, scalable design system and brand guides across all products (ARitize 3D, ARway, Toggle3D.AI, MapD), ensuring visual and functional consistency.

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.

- Streamlined the checkout process, resulting in a +4% to +7% increase in sales and 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, McCains and Volkswagen, based on UX research and cross-functional collaboration to execute impactful redesigns and discovery projects.

Visual Director - Joe Fresh

March 2018 – September 2018

- Led the design and execution of high-impact visual projects, integrating 3D elements to enhance brand presence and ensure consistency across 350+ global locations and diverse retail environments.
- Created cohesive customer experiences by aligning showroom, pop-up, and in-store visuals with strategic brand objectives.

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.
- Managed end-to-end project logistics, including budgeting and vendor coordination, for 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