

**Brit Kern**

**Experience design is my craft.  
Power to the user.**

## TOOLS

Pen & Paper

Calculator

Sketch

Adobe CC

Arduino

Flinto & Framer

## SKILLS

UX & UI Design

Applied Research

Play & Improv

Journey Mapping

Rapid Prototyping

Storytelling

## EDUCATION

**VCU Brandcenter, Present**

M.S. in Business | Experience Design

**VCU School of Business, 2016**

B.S. in Marketing | Product Management

**Maryland Institute College of Art, 2013**

B.F.A. in Graphic Design

## CERTIFICATES

**User Experience Design, 2016**

General Assembly

**Product Innovation, 2016**

da Vinci Center, VCU

**Venture Creation, 2016**

da Vinci Center, VCU

## EXPERIENCE

**Founder, Bella**

VCU Pre-Accelerator, 2017

Leveraged user-centered design to launch a data-driven product that gives dog owners easy access to their medical records. Developed prototypes to communicate the product's progress and vision to stakeholders.

**Experience Design Consultant**

GOGO Band, 2016

Helped a startup launch a wearable product that predicts pediatric bedwetting. Discovered key insights around form and function to simplify the user's interaction.

**Marketing Coordinator**

circle S studio, 2016

Coordinated market research, print and web design, usability testing, website analytics and lead generation.

## RECOGNITION

VCU Pre-Accelerator, 2017

Advertising Club of Richmond, *Best in Show*, 2015

Maryland Institute College of Art, *Foundation Exhibition*, 2013

Maryland Institute College of Art, *Presidential Scholarship*, 2013