

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