Brit Kern

{ Experience Design }

Design is a sport.
I play for the user.

TOOLS

Pen & Paper

Calculator

Sketch

Adobe CC

Arduino

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*