

Brit Kern
Designer

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804.385.6370

Experience

Freelance Designer

2018 – Present

Designing logos, brand identities, packaging, and environmental graphics for early-stage startups.

Team One

June 2018 – August 2018

Jr. Experience Designer

Focused on developing a design system for Lexus's web and mobile platforms. Conducted user testing to establish usability heuristics for future virtual reality projects.

Bella

September 2016 – June 2017

Founder

Focused on developing business models and designing prototypes to communicate the product's vision and progress to stakeholders.

Lighthouse Labs

September 2015 – January 2016

UX Consultant

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

Education

VCU Brandcenter

September 2017 – May 2019

M.S. in Business, UX Design

VCU School of Business

September 2013 – May 2016

B.S. in Marketing, Product and Brand Management

Maryland Institute College of Art

September 2012 – May 2013

B.F.A. in Graphic Design

Recognition

VCU Pre-Accelerator Program

Startup Funding, 2017

Advertising Club of Richmond

Best in Show (Student), 2015

Maryland Institute College of Art

Foundation Exhibition, 2013

Maryland Institute College of Art

Presidential Scholarship, 2013

Virginia Museum of Fine Arts

Scholastics Exhibition, 2012

Skills

Strategy
Visual Design
UX / UI Design
Art Direction
3D Design
Prototyping
Storytelling
Improv

Tools

Adobe CC
Sketch
Framer
C4D
Invision
Unity
Processing
Arduino

Interests

Art History
Plant Music
Game Theory
Systems Thinking
Future of Sports
Media Theory
Body Surfing

