

# Kari Brennan

## PRODUCT / UX DESIGNER

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*I craft intuitive, AI-driven experiences that transform complex, data-heavy workflows into tools of clarity and empowerment. Grounded in accessibility, scalable systems, and thoughtful design, I thrive on solving ambiguous challenges with solutions that resonate deeply with users. Whether collaborating across disciplines or shaping enterprise and SaaS platforms, I bring a balance of innovation, precision, and human connection—delivering impactful experiences that inspire productivity and drive forward-thinking results.*

## RELEVANT SKILLS & EXPERTISE

**Generative AI & Innovation:** Proven success crafting AI-powered tools—including generative workflows and conversational interfaces—that simplify complexity, enhance usability, and deliver intuitive, step-change solutions.

**Design Strategy & Systems Thinking:** Expertise in solving complex design and technical challenges by crafting scalable frameworks and strategies that simplify systems and deliver simple, seamless experiences.

**Storytelling & Vision Crafting:** Expert in creating sketches, storyboards, prototypes, and wireframes, using research insights to articulate design visions, inspire alignment across senior leadership, and communicate strategies effectively.

**User Advocacy & Research:** Adept at synthesizing customer feedback, analytics, and research to uncover unexpected insights, driving design opportunities that align with user goals and business strategy.

**Collaboration & Leadership:** Experienced in leading ambiguous, open-ended projects and facilitating workshops to align design, engineering, and product strategy teams on innovative solutions.

**Design Tools & Methods:** Proficient in Figma, Adobe Creative Suite, and cutting-edge industry tools to explore ideas through sketches, wireframes, interactive prototypes, and presentations that bring concepts to life.

## PROFESSIONAL EXPERIENCE

### Product Design Lead | **Independent Consultant**

05/2022–Present

- Designed AI-powered tools, including generative workflows and conversational interfaces, delivering high-impact solutions for complex, data-driven workflows. Led cross-functional teams from concept to launch, ensuring polished, user-centered designs with measurable outcomes.
- Established scalable frameworks and introduced user research methodologies—such as journey mapping, prototyping, and usability testing—to validate design decisions and drive iterative improvements.
- Partnered with stakeholders and cross-functional teams to align design strategy with business goals, solving ambiguous requirements and complex design challenges through innovative, data-driven approaches.

### Principal Product Designer | **Recreational Equipment Inc. (REI)**

07/2021–04/2022

- Led the design of wireframes, functional prototypes, and iterative solutions for the Membership Subscription pilot, aligning with strategic goals to refine features, validate market fit, and drive excitement for the new program in a fast-paced, autonomous environment.
- Conducted user research, A/B testing, and customer interviews, synthesizing findings into actionable insights that informed business strategies and guided stakeholder decisions.
- Collaborated closely with cross-functional teams to build and refine mockups and prototypes, leveraging storytelling to effectively present research insights and design concepts to leadership teams and steering committees. Focused on aligning branding and UI with design strategy, delivering polished, user-centered solutions that drove engagement.

## PROFESSIONAL EXPERIENCE

### Senior Product Designer | Total Expert (SaaS)

08/2020–07/2021

- Led the design of AI/ML-driven customer journeys, integrating advanced features into products to deliver user-centered solutions informed by data, usability testing, and expert interviews—enhancing engagement and scalability.
- Delivered end-to-end product design, including workflow development, high-fidelity prototyping, and iterative design, ensuring user-focused solutions while collaborating closely with cross-functional teams in a fast-paced SaaS environment.

### Product / UX Designer | Horizontal Integration (et al)

11/2012–05/2019

- Delivered user-centered solutions for clients including US Bank, Target Corporation, Best Buy, and Optum Health, translating complex requirements into intuitive, scalable interfaces that enhanced usability, supported data-driven decision-making, and aligned with business goals.
- Led end-to-end UX design in highly ambiguous environments, including brand design, user research, usability testing, and accessibility evaluations. Adapted quickly to new challenges while ensuring client success and consistently delivering high-impact, user-focused designs.

## CREATIVE & AGENCY EXPERIENCE

*Before transitioning to Product Design, I built my foundation in fast-paced creative environments, leading high-profile digital campaigns and brand experiences for global companies. Collaborating with cross-functional teams and agencies, I crafted visually striking, technically precise interfaces, blending creative vision with team-driven execution to deliver innovative, user-centered solutions that aligned with business goals.*

### Senior Digital Art Director | Tiny Dynamite Designs

11/2010–08/2020

*Delivered digital branding and web / mobile / responsive experiences for clients including Microsoft, Disney, Best Buy, and Subaru*

### Digital Art Director / Creative Project Manager (ETW) | Nike

05/2011–10/2012

*Digital Art Director, Nike+ App; Creative PM for Touchscreen + iPad experience (London Olympics)*

### Senior Digital Art Director (CW) | Publicis

06/2010–06/2011

*Led digital campaigns for Honda, Microsoft Bing, and MillerCoors*

### Digital Designer / Art Director | VML Agency

07/2007–06/2010

*Created innovative designs for Microsoft Brands (Mobile, Windows, Xbox) and T-Mobile*

## EDUCATION

Bachelor of Arts, English / Graphic Design (*Magna Cum Laude*) | **St. Cloud State University**

Study Abroad, English / Art / History / Theater | **Oxford University**

### Certifications

Transforming UX Through AI Certificate | **Stanford Engineering**

Project Management Certificate | **Portland State University**

Google Generative AI Certificate | **Google Cloud Training**