

Kari Brennan

PRINCIPAL PRODUCT DESIGNER

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Principal Product Designer and UX strategist crafting scalable, human-centered solutions across complex ecosystems—from GenAI chatbots to enterprise platforms. I blend creativity with systems thinking to drive intuitive, research-led experiences that solve real problems. Passionate about emerging tech, I'm currently exploring GIS and deepening my expertise in AI tools and ethical design through ongoing coursework.

RELEVANT SKILLS & EXPERTISE

UI/UX Design Expertise: Expert skills designing responsive, scalable, and visually compelling digital experiences, including webpages, apps, and animated content. Skilled in user flows, wireframing, and prototyping to craft intuitive, user-centered interfaces that drive engagement.

User Research & Testing: Proficient in conducting user interviews, surveys, and usability testing to uncover actionable insights. Skilled at aligning designs with user needs and business goals through iterative research-driven improvements.

Collaboration & Brand Storytelling: Led end-to-end design projects, partnering with clients to transform visions into intuitive, user-centered digital products. Experienced in facilitating workshops, discovery sessions, and user feedback sessions for Agile teams and stakeholders.

End-to-End Design & Systems: Expert in creating and maintaining design systems and component libraries to ensure consistency across platforms. Skilled in motion design, CSS animations, and interactive SVG systems to enhance user engagement and storytelling.

Design Tools & Technical Proficiency: Advanced expertise in Figma, Adobe Creative Suite (Illustrator/Photoshop), and hand-coding HTML/CSS for prototyping. Skilled in creating SVG files and crafting interactive prototypes and pixel-perfect deliverables for seamless production integration.

PRODUCT EXPERIENCE

Product / UX Designer | 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 UI/UX design of wireframes, prototypes, and iterative solutions for the Membership Subscription pilot, aligning with brand and strategic goals to validate market fit, refine features, and generate excitement for the new program.
- Led and defined customer research, including methodologies such as A/B testing, content testing (Cloze), diary studies, and ongoing, extensive customer interviews. Defined the overall product research plan, questions, and schedule, and crafted visual readouts to synthesize findings for stakeholders, guiding ongoing business decisions and design iterations.
- 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.

PRODUCT 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

11/2012–05/2019

- Delivered user-centered responsive and mobile solutions for clients including US Bank, Xcel Energy, USAF, 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 honed my skills in dynamic creative environments, leading high-impact digital campaigns and crafting brand experiences for global clients. Partnering with cross-functional teams and agencies, I delivered innovative, visually engaging, and user-centered interfaces that pushed creative boundaries while aligning with business goals.

Freelance Digital Art Director | Tiny Dynamite Designs

11/2010–08/2020

Designed responsive, scalable ad campaigns, websites, and animated digital ads, using motion and storytelling to elevate brand narratives for agencies including Campbell Mithun, Publicis, Razorfish, and more.

Digital Art Director / Technical Project Manager | Nike

05/2011–10/2012

Directed the design and development of the Nike+ App and London Olympics Touchscreen/iPad experience, crafting interactive solutions that reinforced Nike's brand story and elevated user engagement and creating animated prototypes for dev handoff.

Digital Art Director | Razorfish

06/2010–06/2011

Designed digital campaigns for Honda, Microsoft Bing, and MillerCoors, blending storytelling with innovative design to strengthen brand connections and audience engagements.

Digital Designer / Art Director | VML

07/2007–06/2010

Created responsive websites, animated digital experiences, and award-winning campaigns for Microsoft and T-Mobile, integrating storytelling and cross-functional collaboration to drive impact.

EDUCATION

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

Certifications

Transforming UX Through AI | [Stanford Engineering](#)

Project Management | [Portland State University](#)

Google Generative AI | [Google Cloud Training](#)

Current Coursework

Currently learning GIS and Spatial Analysis