

Kari Brennan

SENIOR PRODUCT DESIGNER

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I deliver human-centered products that simplify complex systems and make them usable in the real world. With a background as a hands-on coder and designer, I work closely with cross-functional teams from discovery through launch, translating complex data and workflows into solutions that people can actually use. AI is a tool I use daily to explore new solutions, streamline workflows, and clarify complex systems for users.

My work has supported industries including Automotive, eComm, FinTech, Health Insurance, and Technology.

PRODUCT / UX EXPERIENCE

Senior Product Designer / Project Lead | Independent Consultant 05/2022–07/2025 | Remote

Working within complex AI and ML ecosystems, I built research into the product process to ensure user insights drove decisions. I partnered with long-term clients across industries to introduce and lead research practices at the organizational level. My work spanned entire platforms, tackled cross-product problems end-to-end, and defined UX success metrics for experiences that were clear, thoughtful, and measurably impactful.

Clients: FordPro, IPG Health, KPMG

- **Planned and conducted qualitative research**, including interviews, usability testing, and concept validation for AI-powered tools and workflows, translating findings into clear, actionable insights that shaped product direction.
- **Translated complex research findings** into accessible insights for cross-functional teams, helping product managers, designers, and engineers make more confident, user-informed decisions.

Principal Product Designer | Recreational Equipment Inc. (REI) 07/2021–04/2022 | Seattle, WA

- **Planned and executed** a mixed-methods research program including A/B testing, diary studies, content testing, and user interviews, applying appropriate methodology across both discovery and evaluative phases of a high-priority Membership pilot.
- **Synthesized research findings** into defined decision frameworks, workflows, and actionable recommendations, presenting insights that identified user friction points, allowing leadership to prioritize high-impact development tasks.
- **Partnered closely** with Product and Engineering throughout the research cycle, ensuring insights were integrated meaningfully into product development and that teams had the context to act on what users were telling us.

Senior Product Designer | Total Expert (SaaS) 08/2020–07/2021 | Minneapolis, MN

- **Owned end-to-end visual workflow design** for AI/ML-driven customer experiences, translating complex multi-step systems into scalable, user-centered solutions in Figma by delivering wireframes, prototypes, and high-fidelity designs within a fast-paced SaaS environment.
- **Led rapid prototyping** to bridge design vision and engineering feasibility, ensuring technical execution matched complex AI-driven workflows.
- **Collaborated closely with cross-functional teams** (Product, Engineering, and Data Science) to refine concepts iteratively, validate solutions, and deliver consistent, accessible, user-centered experiences. Presented user insights and design rationale to stakeholders while supporting iterative delivery across all design touchpoints.

Consulting across diverse clients and industries, I delivered end-to-end UX and product experiences by translating complex workflows and requirements into scalable, accessible solutions. I led the full design lifecycle, from stakeholder workshops and user research through usability testing and iterative design, partnering with product and engineering to deliver design systems for AI-driven, mobile, and FinTech platforms.

Selected Projects:

- **Best Buy:** Led end-to-end product design, user research, and service strategy for IHA mobile, Geek Squad scheduling, and Connected Home eCommerce, improving end-to-end service workflows and implementation and clarity across teams.
- **Capella:** Designed mobile and responsive experiences for EdTech registration, profiles, and login workflows, defining visual direction and collaborating with development on implementation. Created design system framework and documentation.
- **US Bank:** Led UX research and design for a consumer AI chatbot. Delivered accessible (WCAG/508/ADA) conversational experiences and produced governance-ready, annotated technical documentation to guide implementation.

AGENCY EXPERIENCE

Designed responsive web and mobile campaigns, websites, and animated digital ads, using motion and storytelling to elevate brand narratives across clients, agencies, and internal teams. Led UX design, information architecture, and research.

Selected Projects:

- **Optum:** UX Design Lead, design mentorship, user research and testing, design systems governance (Material Design)
- **Subaru:** Design Systems Lead (research and establishment), UX for global redesign, user research and testing
- **Target:** Atomic design system (founding), cart and checkout experience, customer registration, user research and testing
- **Rocket Communications:** Design systems for satellite and aeronautics platforms, satellite tracking dashboard, user research

Clients include: Disney, Intel, Nike, Optum, Starbucks, Subaru, Virtuwell

Agencies include: Campbell Mithun, CLynch, Mirum, MRM, Publicis

Directed the design and development of the Nike+ App and London Olympics Touchscreen and iPad experiences, designing for two of Nike's highest-profile consumer launches and creating animated prototypes for developer handoff.

EDUCATION

Associate of Psychology (*In Progress*) | **Camosun College**

Bachelor of Arts, English / Graphic Design (*Magna Cum Laude*) | **SCSU**

Semester Abroad: English / Art / Theater (*GPA 4.0*) | **University of Oxford**

CERTIFICATIONS

Transforming UX Through AI | **Stanford Engineering**

Project Management | **Portland State University**

Google Generative AI | **Google Cloud Training**