Brinna Thomsen

// Education

PARSONS SCHOOL OF DESIGN, 2014-2017

Communication Design - BFA

CORNELL TECH, AUG '16- MAY 2017

4 courses — Product Studio, Startup Ideas, Startup Studio & Product Management

// Awards

1st place at MIT Fintech Hackathon, APR 2017

Designed 2 working prototypes overnight for two teams. One made it to finals & the another won the grand prize, $5000 and a drone.

Cornell Tech Startup Awards, MAY 2017

Took 2 products from problem to MVP in 4 months & won 100,000 in seed funding for two teams. Specialized in Product Design, UX/UI & narrative development.

Top 10 at Money 20/20 Hackathon, OCT 2017

At the largest Fintech Hackathon in the world, we designed a product that placed us in the top 10 out of 94 teams & landed us $5000.

// Experience

PRODUCT DESIGN INTERN, SEPT - NOW

At Launchmetrics, I enhanced the user experience of their diverse & complex fashion tech products. I prioritized finding solutions that were easy for engineers to impliment. In my first month, I redesigned the event RSVP experience - a vital feature during fashion week & the most used feature on GPSradar. I'm currently redesigning the mass mailing experience.

DESIGN INTERN, MAY - AUG '17

As the second designer at fintech startup, Exeq, I helped develop the hip millennial brand voice & polish up the product UI.

In preparation for launch in August, I developed product strategies, designed ads for facebook and instagram, I wrote 400+ punchy descriptions to be used in the app & created punchy marketing assets for NYU Welcome Week.

CORNELL TECH, AUG '16 - MAY '17

While participating in Product Studio and Start-up Studio courses at Cornell Tech, I worked with two small teams of MEng & MBA students to design & build two tech products that would both later win $100,000 in seed money from Cornell Tech (out of 36 teams).

In addition to participating in product management, I designed the UX/UI & the brand language for both teams.

RESEARCH ASSISTANT, AUG 2016 - MAY '17

Working with Professor Justin Bakse, I designed an art sharing platform for generative artists. During his course Computational Form, it proved effective in encouraging students to post regularly and collaborate.