




EMILY KERN

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WORK

PHUNWARE | APR 19 - PRESENT

UI/UX Designer

- + Create and maintain design documentation for product and customer initiatives including flow maps, mid-fidelity wireframes, prototypes, and style guides
- + Collaborate with Product Managers and Development for feature definition and edge case discussions, brainstorming and iterating on designs
- + Deliver art assets and style guides to development and deliver design support as needed during the development phase

ARRIVE LOGISTICS | JUN 17 - JUL 18

UI/UX Designer

- + Designed the interface for a new CRM and Transportation Management System
- + Conducted user research to understand personas, tasks, goals, and pain points
- + Worked with Business Stakeholders to generate requirements
- + Created prototypes and worked with the development team to implement

PRECISION DIALOGUE | APR 14 - MAY 15

Customer Engagement Manager

- + Managed a team that created and deployed email campaigns using Salesforce
- + Defined time-lines, schedules, estimates, and project specifications for email campaigns
- + Compiled campaign analytics and dashboard reporting for Business Stakeholders
- + Primary point of contact for clients and managed monthly billing and annual client reviews

EDUCATION

URSULINE COLLEGE | 2005 - 2008

BA, Visual Communication Design

WHOLE FOODS | JUL 18 - OCT 18

Business Analyst, Contract

- + Created reports and analytical deliverables for business partners
- + Managed and audited end-user access to internal systems
- + Setup alerts, incident processes, and on-call duties for the monitoring system
- + Documented and maintained the system processes and best practice

BRANDMUSCLE | MAY 15 - JUN 17

Business Analyst

- + Defined features and requirements for Brandmuscle's Trade Funds Platform
- + Worked with Stakeholders and Client Operations to gain an understanding of the user and business needs
- + Established and enforced consistent product design guidelines
- + Created test plans for conducting internal testing and UAT sessions

BRANDMUSCLE | MAR 10 - APR 14

Graphic Implementation Manager

- + Created customized print and digital templates using proprietary software
- + Built templates using a variety of tools including Photoshop, Illustrator, InDesign, HTML & CSS
- + Presented their Product (AdBuilder) to clients such as BMW, MINI, Volkswagen, Valvoline, and Goodyear
- + Supervised and trained internal and offshore teams

SKILLS

User Centered Design, Design Thinking, Storyboarding, Usability Testing, Data Visualization, Graphic Design, Sketch, Figma, Adobe XD, Photoshop, Illustrator, Invision, Zeplin, UXPin, HTML/CSS, SQL, Microsoft Teams, Jira, GitHub, Bitbucket