EMILY KERN / VISUAL DESIGNER

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1 WORK

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 system processes and best practices

BRANDMUSCLE | MAY 15 - JUN 17

Business Analyst

+ Designed features and wrote 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 AdBuilder product to clients such as BMW/ MINI, Volkswagen, Valvoline, and Goodyear

+ Supervised and trained internal & offshore teams.

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 wire-frames and prototypes based on business goals and user needs

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 reviews

SKILLS

Design	Technical
+ User Centered Design	+ Adobe XD
+ Design Thinking	+ Sketch
+ Wire-frames	+ Invision
+ Rapid Prototyping	+ Zeplin
+ Storyboarding	+ HTML/CSS
+ Usability Testing	+ SQL
+ Data Visualization	+ Photoshop
+ Graphic Design	+ Illustrator

2 EDUCATION

URSULINE COLLEGE | 2005 - 2008

BA, Visual Communication Design

GENERAL ASSEMBLY | 2018

Web Design, HTML, CSS Circuit

BALDWIN WALLACE | 2004 - 2005

Psychology

UI/UX Foundations Certificate | 2019

User Experience Fundamentals - Lynda.com