BRIGHTON KAMEN

Product Designer

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EDUCATION

Georgia Institute of Technology

2014 - 2018

BS in Industrial Design
Minor in Marketing

SKILLS

Design

User Experience
User Research
Enterprise Design Thinking
Competitive Analysis
Empathy Mapping
Developing user personas
Storyboarding
Wireframes
Information Architecture
Onboarding & First Time Use
Rapid Prototyping
Sketching

Writing & Other

Content Writing
Copy Editing
Storytelling
Product Marketing
Cross-Team Collaboration
Mentoring

TOOLBOX

Sketch   Photoshop
InVision   Illustrator
Figma   InDesign
Mural   AfterEffects

EXPERIENCE

User Experience Designer

IBM • July 2018 - Present

- Collaborated with product management and marketing to design, prototype, write content, and create illustrations for IBM Business Automation SaaS trial experiences in six weeks
- Develops experience for IBM Watson Orchestrate, an AI engine that works alongside users
- Leads a four-person team to develop patents for edge computing technology
- Established build and use experiences for IBM's digital business platform that allowed low-code users to create automations, track their tasks, and monitor team progress
- Volunteers with local schools to coach hackathon teams and teach design thinking to students from underrepresented backgrounds through IBM's PTECH program

User Experience Intern

IBM • June 2017 - August 2017

- Conducted market research and analysis on leading competitors
- Developed templates and wireframes for a data visualization feature on IBM Connections
- Won 2nd Place in IBM Bluehack 2017 hackathon competition

Editor-in-Chief

Technique newspaper • May 2017 - April 2018

- Oversaw planning, production, and publication of Georgia Tech's campus newspaper with circulation of 7,000 copies per week and a readership of over 22,000
- Managed a 20-person team of editors, staff writers, designers, and photographers
- Previously served three years as a graphic designer, illustrator, and staff writer

HONORS & CERTIFICATIONS

IBM Trailblazer Award   *IBM • April 2021*

For innovating at scale, proactive leadership, and improving company culture

IP Published Invention   *IBM Invention Achievement Award • December 2020*

For a patent disclosure using drones and image recognition to evaluate cleanup zones

W3 Silver Award   *Academy of Interactive and Visual Arts • October 2019*

Awarded by AIVA to my team, out of 5,000 entries, for our trial experience design

Enterprise Design Thinking Co-Creator   *IBM • July 2018*

For completing the IBM Enterprise Design Thinking course