# kelsey brennan

Product design and strategy

current

**Planet**
**Senior Manager, Product Design**
November 2019 - August 2023

As manager

**Scaled the design team at Planet** from 3 to 10; including content and research. Coached designers in qualitative research best practices, facilitation skills, technical design skills, and communication skills. Established cross-functional + team processes in collaboration with design operations

As designer

Acted as a principal designer in key product areas: **Machine learning, APIs, Data Hosting** and **Online Analysis Platform**. Defined API UX for subscriptions API, enabling recurring orders for customers (~50% of Planet's revenue recognition). Defined UX/UI patterns for machine learning tools (~$60M in revenue). MVP for hosted data & analysis platform served as proof of concept for Sinergise acquisition

Established B2B user research practice in collaboration with product, professional services, customer success, marketing, product and biz dev. Documentation of customer journeys used widely by sales & customer success teams for the development of enablement materials. **Research output resulted in 2 strategic frameworks that defined subsequent M&A strategy for the business: Salo Sciences, VanderSat + Sinergise**

Translated brand guidelines into web accessible visual system. Worked with engineering to implement front-end component library across Planet's product suite.

skills +
specialties

**People + process**

Design facilitation + process coaching

User research, testing, validation + experiment frameworks

Design strategy + management

**Technical**

Information architecture, service blueprinting, wireframes, prototyping & visual design

Figma, Adobe, Sketch, ArcGIS, QGIS, CAD etc

education

**UC Berkeley**
**Master of Architecture**
Designated emphasis in New Media

Research focus: Computational design for digital fabrication and robotics

**Reed College**
**B.A. Studio Art & Art HIstory**
Phi Beta Kappa

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before

**Carbon Five**
**Senior Product Designer + Project Lead**
September 2015 - October 2019

selected work
(4/19 clients)

### CLEO FOR PARENTS

UX, content strategy, brand and visual system for consumer app on iOS and Android; Engaged with C-Suite to help re-define and execute product strategy. Provided assets & product vision for investor decks. Acted as a process coach & team lead, leading design facilitation and product development

**Client successfully secured $27.5M Series B round at end of engagement**

### VIUM

UX, information architecture, visual and hardware design for conducting pharmaceutical trials. Included developing novel UX patterns for computer vision driven vivariums

**Company was successfully acquired by Recursion Pharmaceuticals in 2020**

### BRANDLESS™

UX + Visual design for the initial launch of the Brandless™ e-commerce site

Delivered project on-budget and on time for the brand's premiere on the Today Show, **after launch the company received more than $200M in funding**

### AUTODESK

Information architecture, UX + visual design for an internal social platform to help unify the Autodesk design community

Worked within Autodesk design system, reporting directly to Head of Brand and VP of Product Design

interlude
(grad school)

**UC Berkeley**
**Graduate Student Instructor**
January 2013 - June 2015

Taught visual communication and media studies to undergraduates

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**ages ago**

**Consultant**
**Partner, Content + Growth Marketing**
September 2011 - July 2013

**select work**

**SCOOT & DOODLE**

Developed in launch strategy in partnership with Google+ Hangouts, grew community to 1M users in three months

Developed partner strategy in collaboration with leadership — grew partnership program with educators and social influencers

Participated in product definition, marketing, and content strategy

**PLUM GEAR**

Designed and operationalized inventory management system for sharing economy based on user research

**accolades**

Design research in architecture presented at **ACADIA** (Association for Computer-Aided Design in Architecture), **Maker Fayre**, **SPUR**, and **UC Berkeley**

Work published in **Paradigms in Computing: Making, Machines, and Models for Design Agency in Architecture** and **Traditional Dwelling & Settlements Review**