

emily kent

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As a designer, I am focused on finding solutions that result in communicative and purposeful design. I can see a project through the holistic design process, from branding strategies, to layout production, to the final polished details, while striving to continue improving and adapting. I am an energetic and passionate addition to any team, a quick learner, and a teller of badly timed. Jokes.

Rochester Institute of Technology
BFA in New Media Design and Imaging,
Minor in Art History

skills: information design, experience design, branding, icon design, graphic design, project management **programs:** Photoshop, Illustrator, Flash **other interests:** simplicity, book binding, cooking, ballet, food photography, snowboarding, cleaning product packaging design, and great design in general

Pelago - whrrl.com pelago.com

Lead Designer, January 2008 – October 2008; Designer, August 2007 – January 2008

Responsible for defining the user and visual experience of Pelago's first product, Whrrl. Whrrl focuses on developing experiences centered on social discovery for the real world at the intersection of local discovery, social networking, and user-generated content. Much of the product design was done in parallel for the web and mobile clients and for the latter six months the iPhone app was my primary focus.

Designed the Whrrl iPhone app, the company's flagship product. Solely responsible for the design process - including feature design, wireframes, interaction, and visuals - and for advocating user needs to the CEO, and a team of 8-10 engineers and testers. Partnered with Apple by participating in regular face-to-face critiques with iPhone evangelists, leading to Whrrl being featured at the launch of the App Store.

Responsible for web UI and layouts including initial user experience, profile pages, email importer wizard, and a custom map UI that enabled users to explore restaurants, events and friends on the map. Mobile UI work focused on streamlining the app for both the mobile demographic and the various phones, while maintaining the focus of the app.

Created branding for Whrrl, including logo, look and feel, supporting graphics, and brand guidelines for usage. Created business cards, t-shirts, sweatshirts, stickers, pins and all marketing materials.

Xbox, Zune - xbox.com zune.net

Designer, June 2005 – June 2007

One of the visual designers on the core design team that shipped the Xbox 360 console, peripherals, and marketing materials. Due to that success, the in-house design team was tasked with the branding and product experience for the Zune and peripherals.

Developed style, layout, and art for Zune device and accessory manuals in collaboration with writers. Managed and maintained art assets for all Xbox product manuals.

Developed branding for internal Xbox teams and early brand concepts for Zune. Concepts included look and feel, logo, web presence, packaging, and advertising.

Created flash and static graphics for Xbox.com, including a flash piece for the launch of the Xbox 360.

Redesigned the Xbox.com support section to increase clarity and usability through improved information architecture and visual hierarchy.

Created limited edition designs for Xbox 360 faceplates and launch party posters.

Worked with external groups on short-term projects and managed relations with external vendors for prepress and printing jobs.

Young Audiences of Rochester - yarochester.info

Project Manager/Designer, November 2003 – May 2004

This arts-in-education organization required a cohesive branding system and a streamlined online information system to increase global visibility.

Managed a team of publishers, designers, and IT programmers. Developed project schedule, oversaw individual and team milestones, facilitated team communication and client meetings.

Designed promotional poster and interactive CD packaging. Team deliverables included a new website and database, organized client information submission system, interactive CD, game, short film, poster, postcards and bookmarks.

Harris Interactive - harrispollonline.com

Content Editor, December 1999 – November 2001

Wrote and updated content for a youth website aimed at entertaining kids and giving their voice an outlet. The site familiarized kids and parents with the Harris Interactive brand while safely gathering research data via polls and message boards.