

CAREERS IN DESIGN

FEB 25



Career Center

Monday, February 25th

5:30-7PM

Newcomb Hall, Kaleidoscope

FEATURED ALUMNI:



ERIN KENNEDY

B.A. Cognitive Science &
Studio Art '14
Product Designer at nCino
North Carolina

Erin Kennedy is a product designer for nCino, an international software company changing the industry of cloud banking. She works as a member of an agile software development team to run workshops with clients, craft digital experiences, and build an award-winning bank operating system.

Before transitioning into product design, Erin had studied Cognitive Science and Studio Art at the University of Virginia. She briefly considered a career in the culinary field but discovered that her passion for visual art and understanding of human cognition were driving her towards the field of design. After completing graphic and web technologies certificates and a number of freelance projects, Erin spent two years working as a web designer and programmer for Charlottesville-based creative agency, nectar ICC. There she designed and built websites for a number of local businesses, designed logos and marketing materials, and gained experience working for a small startup creative agency.

Seeking new challenges and avenues for her design passions, Erin was inspired to pursue the field product design. She found the perfect opportunity to delve into the world of user experience at Wilmington-based software company, nCino. She now lives at the beach and spends her working days as an integral member of the Product Development and Engineering Department, tackling complex business problems and balancing users' needs in the form of delightful and engaging user interfaces.



KATE KIRKPATRICK

B.A. English & Art History '91
Design Strategist at Gensler
Washington, DC

Kate is a Studio and Brand Design Practice Leader at Gensler whose fascination with people and why they do things the way they do has fueled her career in marketing, communications and brand strategy. After leading marketing and executive communications for Gensler at the regional and corporate levels for 15 years, she rejoined the D.C. office in 2013 to help clients across the industry spectrum shape the relevance and soul of their brands.

Kate has been a speaker, writer and juror on design thinking, marketing and brand issues for groups such as the University of Maryland Smith School and SEG, CoreNet, IFMA, AIA, ASLA and NAIOP. She is also a contributor to ALS research causes and Suited for Change. A graduate of the University of Virginia, Kate has served as an alumni resource to students through the UVA Career Services department. Ask her about the Design-Strategy Development (DSD) Program for recent-grads at Gensler!

The ELEVATE Series is generously sponsored by the Parents' Fund and Archie Holmes, Vice Provost for Academic Affairs.

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Based in Brooklyn, NY, Rachel is an executive creative director in branding, design and marketing.

Drawing on her wealth of experience solving diverse problems and telling meaningful stories, her passion for people, strategy, process and communication propels her work forward. With her multidisciplinary background in business, design and engineering, she has more than 15 years of experience in client services and managing teams. She has created content in all forms of media—motion, digital, experiential and print, partnering with a range of clients that include Nasdaq, BBC, NBCUniversal, TVOne and The Weather Channel.

A hiker, skier, yogi and surfer, she believes in fueling creativity by living an integrated, holistic life. If asked, she would first describe herself as a daughter, sister, friend and advocate above all else. And then maybe a light-chaser, nature-lover, music-junkie, adventure-traveler, green-juice-addict, and book-devourer, diagnosed with a serious case of dance-fever.

RACHEL YOO, Moderator
B.S. Systems Engineering '00
Freelance Creative Director
New York City

UPCOMING ELEVATE EVENTS

CAREERS IN THE GIG ECONOMY

Tuesday, March 19th
5:30pm - 7pm
Newcomb Hall, Gallery

Careers in Research & Analysis

Monday, March 4th
5 - 7pm
Newcomb Hall, Kaleidoscope

Careers in Health & Well-being

Tuesday, March 26th
5:30pm - 7pm
Rotunda, Multipurpose Room

CAREERS IN FOOD & DRINK

Tuesday, April 2nd
5:30pm - 7pm
Rotunda, Multipurpose Room

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