



Dylan J Kerr
Product Designer

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Summary

I am a product designer with expertise in user experience design, blending industrial design, data analytics, and mixed reality development to create user-centered, accessible, and ethical solutions. I collaborate across disciplines to transform ideas into thoughtful, intuitive experiences that resonate with users.

Experience

Innovation Strategy & Operations Analyst

British Standards Institution [BSI]

Oct 2021 - Dec 2024

- Designed scalable KPI metrics and dashboards for the BSI Innovation team, automating progress tracking and increasing actionable insights accessibility across 5 departments.
- Facilitated 12+ data discovery sessions with stakeholders and clients in order to uncover AI opportunities by analyzing data potential, addressing privacy and security concerns, and aligning teams on key business objectives.
- Created 10 low-fidelity Figma prototypes for mobile and web app features, enhancing navigation clarity for international standards certifications, which received positive feedback from clients and stakeholders.
- Produced an annual international Innovation Challenge, overseeing 150+ idea submissions, with 20% advancing to development, fostering cross-functional collaboration and ideation.

AR/VR Content Development Intern

NASA - Marshall Space Flight Center

June 2021 - Sep 2021

- Integrated a networking engine API into middleware, enabling cross-platform VR compatibility and reducing development integration time by 25%.
- Delivered a multiplayer VR experience deployed across 3+ NASA bases, improving cable management processes and enhancing training efficiency.

Product Designer

The Luminosity Lab

Aug 2018- Sep 2021

- Led hands-on workshops for 8 design students, resulting in portfolio-ready UX case studies and encouraging innovative problem-solving approaches.
- Crafted interactive learning experiences for an educational robotics platform, improving accessibility of introductory topics and expanding reach to 500+ first-time users.
- Partnered with clients to design and launch interactive web apps, boosting customer engagement by 30% during COVID-19 pandemic.
- Prototyped a mixed reality interface for the U.S. Air Force, enhancing the flight debriefing process through spatial design, with the potential to reduce travel costs by 30% and improve training efficiency for pilots.

Education

M.A. Digital Culture [UX Design]

Arizona State University

Aug 2019 - May 2021

B.S. Industrial Design

Arizona State University

Aug 2015 - May 2019

Certificates

IBM Data Science by IBM

Coursera

Sep 21, 2024

Google UX Design by Google

Coursera

Dec 9, 2024

Skills

UI / UX Design
Design Thinking
Journey Mapping
Wireframing + Prototyping
User Research + Usability Testing
Information Architecture
Motion Design
3D + CAD Modeling
Data Mining + Data Analysis + Data Visualization
Machine Learning + Statistical Modeling
Communication + Empathy
Cross-functional Collaboration

Toolkit

Figma
Adobe CC [Photoshop + Illustrator + After Effects]
Blender + SolidWorks
Unity 3D + C#
HTML + CSS + Javascript
React + Bootstrap
Power BI + Tableau
Python
SQL
Git