

Brendan Kirby

Product Designer

Train Fitness — Senior Product Designer

Mar 2024 - Jun 2024 | Toronto, ON

- Led company-wide rebrand across web, mobile, and Apple Watch in preparation for Series A funding
- Partnered with the CEO and Head of Engineering to implement agile methodologies into the company workflow
- Built and implemented a new modular design system
- Managed & mentored two junior product designers

WHOOOP — Product Designer II

Sep 2021 - Feb 2024 | Boston, MA

- Led mobile app design out of North America
- Shipped numerous flagship features to over 1 million users internationally
- Assisted in growing the user base by ≈50% over 2 years
- Led the design of Whoop's 2023 Strength Trainer (featured in Fast Company's "Next Big Things in Tech")
- Integrated PUSH & WHOOOP design systems & documentation

PUSH — Lead Product Designer

Oct 2020 - Sep 2021 | Toronto, ON

- Owned & led all design initiatives from 0-1 across 3 different products (PUSH Pro, Portal, and Athlete)
- Shipped countless features to hundreds of professional sports teams & athletes internationally
- Built & implemented design systems across web & mobile
- Acquired by WHOOOP Inc in September 2021

BrainStation — Teaching Assistant

Jul 2020 - Sep 2020 | Waterloo, ON

- Selected to assist in leading a 12-week UI/UX diploma program
- Created and facilitated lectures, ran workshops, graded tests & assignments, and provided design mentorship

BK Design — Freelance Designer

Feb 2020 - Oct 2020 | Waterloo, ON

- Designed logos, websites, icons, apparel, & signage for numerous clients across different industries

LifeLearn — Web Designer

Mar 2019 - Feb 2020 | Guelph, ON

- Designed over 100 responsive websites for veterinarians & pet suppliers internationally

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brendankirby.io

Toronto-based product designer that specializes in crafting clean, minimalistic designs to promote intuitive and delightful user experiences.

Western University

Media, Information, and Technoculture & Sociology (BA)

Brainstation

Diploma, UI/UX Design

Teaching Assistant

Industry Mentor

Tools

Figma

Sketch

InVision

Photoshop

Illustrator

Atlassian software

UserTesting

Skills

Cross-functional collaboration

Design systems

Usability testing

Task flows & journey mapping

Product requirement documentation

Wireframing

Rapid iteration & prototyping

Interaction & UI design

Brand strategy

Design quality assurance