

Jasmine Kent

Product and Apparel Designer



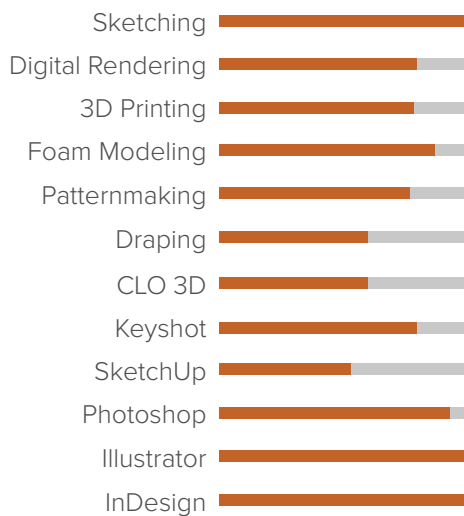
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jasmine-kent.com Baltimore, MD

PROFILE

Innovation-minded Industrial Designer with a demonstrate inclusive design process adaptable to all products. Passionate problem-solver and self-starter that brings value through diversity of experience, 3-dimensional thinking, and visual storytelling.

SKILLS



PASSIONS

- sports
- hair
- travel
- food

SOCIAL MEDIA

- instagram.com/JasmineYKent
- twitter.com/JasmineYKent
- linkedin.com/in/JasmineYKent
- behance.net/JasmineYKent

SPEAKING ENGAGEMENTS

- Diversity In Design Roundtable
- Barriers - Women in Design
- Be Personable, Not Practical

EDUCATION

- North Carolina State University** Raleigh, NC | 2018 (3 yrs)
Masters of Industrial Design
- Georgia Institute of Technology** Atlanta, GA | 2013 (4 yrs)
Bachelor of Science, Architecture & Minor in Spanish

WORK EXPERIENCE

Associate Apparel Designer | Under Armour Oct. 2018 - Present

- Men's & Women's Run Apparel**
 - Led innovation huddles to ideate and prototype technology storage solutions for established franchises.
 - Managed design development for 48 styles, 120+ SKUs, representing 48% of revenue for the Run Category
 - Proposed new colorways for DSG that resulted in 64k units ordered and \$1.8M retail value, increasing wall presentation for Fly By Shorts
 - Conducted runner focus groups and distilled insights into line arch.
- Sports Bras - Women's Training**
 - Sketched and prototyped slim functional trims for bra convertability
 - Organized and maintained a physical and digital trim library to drive operational efficiencies across seasonal and core trim developments
 - Created presentation decks to communicate design intent and facilitate cross functional alignment
 - Managed BOM, lab dips, and tech packs for inclusive, seamless, youth, and straight size bras

Community Strategist | Hue Collective 2016 - Present

- Developed strategic networking plan to meet annual budget goals
- Utilized attendee feedback to inform and build strategic content road-map resulting in professional, inspirational, and educational programming
- Curates content through recruitment of keynotes and workshop leaders

Industrial Designer, Internship | Laut Design 2016 (3 mo.)

- Conducted and visualized ethnographic research for design insights
- Facilitated collaborative ideation sessions to create product concepts
- Hand-crafted prototypes at each stage of design process for client
- Built final working and aesthetic prototypes for client presentation

AWARDS & ORGANIZATIONS

- IDSA DEIC** 2020
Leading industry initiatives to dismantle structural and racial inequities.
- Communications Lead, PPG** 2020
Crafted storytelling series for parents on allies against racial Injustices.
- Diversity Enhancement Grantee** 2018
Promoted diversity, inclusivity, and education on a pluralistic society.
- Davis Putter Scholar** 2016
Founded SATX4 - a local organization fighting systemic racial injustices.