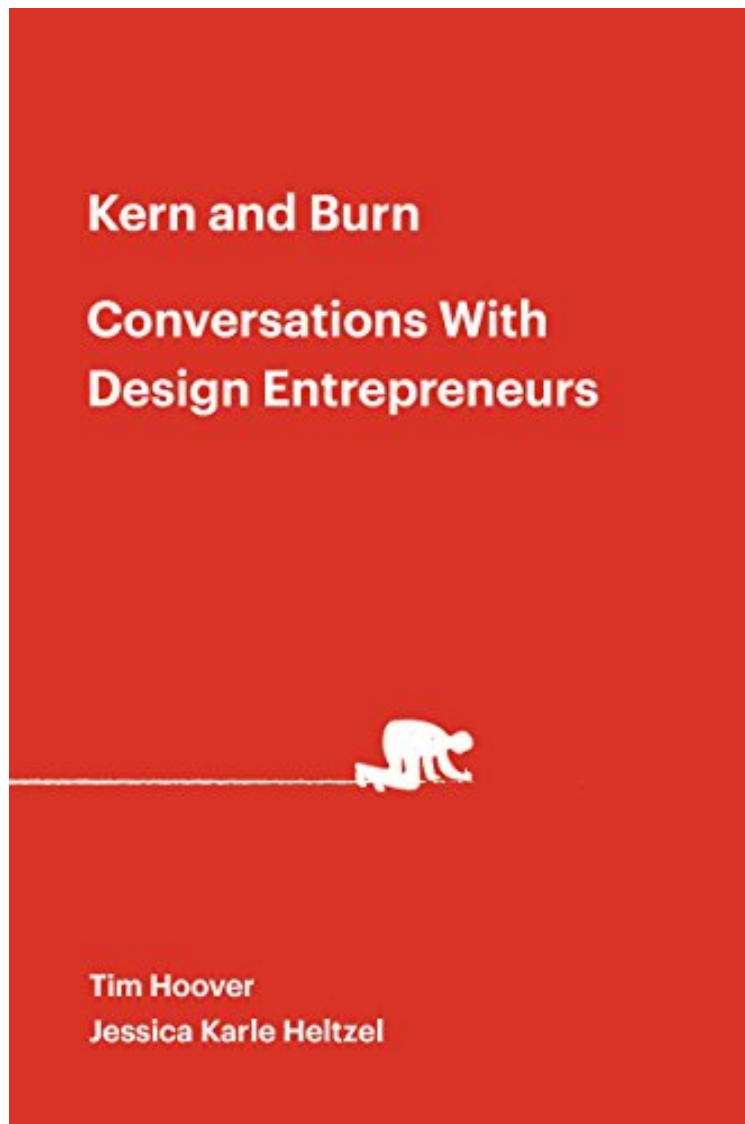


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Kern and Burn: Conversations With Design Entrepreneurs: Candid conversations with 30 leading design entrepreneurs.

Jessica Karle Heltzel, Tim Hoover
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Jessica Karle Heltzel, Tim Hoover : Kern and Burn: Conversations With Design Entrepreneurs: Candid conversations with 30 leading design entrepreneurs. before purchasing it in order to gage whether or not it would be worth my time, and all praised Kern and Burn: Conversations With Design Entrepreneurs: Candid conversations with 30 leading design entrepreneurs.:

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this book for my boyfriend, who is in college for graphic design. He absolutely loves the book; especially the simple and beautiful layout. The stories from various designers are funny, interesting and very inspirational for any up-and-coming designer. 0 of 0 people found the following review helpful. Awesome Book By jbLove It!! 2 of 2 people found the following review helpful. An honest and inspiring book that every designer should own. By Jon Troutman This book is amazing. Seriously, I love it so much. Why? Here are a few of the things that make this book a must-buy (IMHO): 1. It's honest. This book doesn't try to map out some "right way" to go about becoming a design entrepreneur. It's not a how-to and it's not fluff. It features honest conversations with some (read: a lot) of the most exciting designers/creators working today. They tell their own stories (and give advice) in a way that is both fun to read and demystifying. 2. It's inclusive and inspiring. The whole tone of the book is positive. By the time you're done reading it you feel like you've just had coffee with 30+ amazing people who are all cheering you on to go out and create or do that thing you've been dreaming about for months (years?) but just haven't known how or when to start. I defy you to read this book and not feel inspired and empowered to create. 3. It's relevant. This book shines a light on a somewhat recent phenomenon in the design industry: more and more designers are venturing out on their own to build products and companies. It's an exciting time to be a part of this evolution and this book does an excellent job of capturing the heart of this shift. 4. It's beautiful. I have the paperback version and I must say that the design, illustrations, even the paper weight and colors are just beautiful. I highly recommend this book to anyone, but especially to the designer who feels a little turned off by the idea of trying to climb some corporate ladder. This book will encourage and inspire you to take charge of your career and to go out and make something awesome.

Kern and Burn: Conversations With Design Entrepreneurs is a beautiful two-color book that features candid conversations with 30 leading designers who have founded startups, channeled personal passions into self-made careers and taken risks to do what they love. In this book they share their failures, successes, and perspectives. Our hope is that you can learn from them—not to follow in their footsteps, but to chart your own course in parallel, one that allows you to thrive, add value to the world and love what you do.

About the Author
Tim Hoover Tim Hoover is the Head of Product and Design at Canary, a startup making the world's first home security device for everyone. He co-authored *Kern and Burn: Conversations With Design Entrepreneurs*, co-founded *The People's Pennant*, and is a former partner at *The Infantee*. Previously, he worked at *Shake Law*, *Betaworks*, and *IDEO* solving human problems with design-led solutions. He received his MFA in design from the *Maryland Institute College of Art (MICA)*, and now lives in Brooklyn where he spends his free time throwing pottery, reading, and thinking about the Amish.
Jessica Karle Jessica Karle is the Head of Digital Design at *Everlane*, an apparel brand that makes the most beautiful essentials, at the best factories, without traditional markups. She co-authored *Kern and Burn: Conversations With Design Entrepreneurs*, co-founded *The People's Pennant*, and previously led design teams at *Paperless Post* and *General Assembly*. She loves to collaborate on projects that are beautiful and meaningful as well as those that shape experiences and build communities. She received her MFA in Graphic Design from the *Maryland Institute College of Art (MICA)*, and now lives in San Francisco where she spends her free time woodworking, exploring the coast, and thinking about furniture design.