

Kajri Popat

Inquisitive & organized designer & dog mom in San Francisco

Contact

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Education

BFA in Graphic Design

California College of the Arts ~ 2021

Graduated with High Distinction

Received Faculty Honors Scholarship for outstanding creativity and academic performance.

Skills

Creative

Graphic Design
Branding & Identity
Typography
Photography
Icon Design
Campaign Ideation
Art Direction
Presentation Design
Photo Art Direction
Web Design
Email Design
Stock Imagery Sourcing
Layout Design
Color Theory

Technical

Figma
Adobe InDesign
Adobe Illustrator
Adobe Photoshop
Adobe After Effects (Basic)
Keynote
Microsoft Office
Google Suite

Work Experience

Designer

Kinship ~ July 2024 to Present

- Part of the creative team for a family of digital brands supporting Millennial and Gen-Z pet parents, including Adopt a Pet and Kinship (formerly The Wildest and The Kin).
- Lead and support the Design Director in photoshoots, content series, sub-brands, and campaign ideation/execution.
- Provide creative direction and art direction for digital content, ensuring high-quality, on-brand assets.
- Collaborate with illustrators, contractors, and cross-functional teams to maintain visual consistency across web, app, and email designs.
- Streamline workflows and provide constructive feedback to partners to optimize creative processes.
- Played a pivotal role in merging The Wildest and The Kin into Kinship, providing brand guideline feedback, creating brand libraries, and updating/reskinning creative and marketing assets.

Junior Designer

Kinship ~ March 2022 to June 2024

- Designed across multiple mediums, including social media content, email campaigns, digital and print ads, merchandise, packaging, presentation templates, websites, apps, icons, and banners.
- Contributed to high-impact projects for Wisdom Panel, Whistle (transitioned to another Mars Petcare branch), and GoodFriend (sunsetted), providing design solutions that aligned with each brand's unique needs and objectives.
- Ensured cohesive brand presence across diverse platforms, enhancing user engagement and brand recognition.
- Learned to work across multiple brands simultaneously.

Brand Identity Designer

TBD* Internship ~ September 2020 to December 2020

- Led the brand identity design for Citizen Girl Summer Camp*, including the creation of logos, color palettes, brand guidelines, and collateral materials.
- Co-lead the rebranding of Clown Corps, developing creative briefs, logos, color palettes, brand guidelines, and various marketing assets.
- Worked closely with non-profit and civic organizations, delivering design solutions that helped elevate their brand presence and engage their target audience.

Awards

W3 Silver Award 2024

Best Visual Design: Aesthetic – Mobile Features

Awarded for The Kin app, where I created a comprehensive library of icons used across the platform, contributing to the app's visual appeal and user experience.