

Kajri Popat

**Brand & visual designer
bringing brands to life in
San Francisco.**

Contact

kajripopat.com | Password: Email for access
kajridesign@gmail.com

Skills

Creative

Branding & Identity
Art Direction
Campaign Ideation
Performance Creative
Editorial Design
Typography
Motion Design
Web & Email Design
Presentation Design
Icon & Logo Design
Photo Art Direction

Technical

Figma
Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe After Effects
Jitter
Design Systems
AI Integration
Asana
Keynote
Google Suite

Education

BFA in Graphic Design

California College of the Arts

Graduated with High Distinction.

Work Experience

Sole In-House Designer

Adopt a Pet (Kinship) ~ June 2026 to Present

- Took over all creative for Adopt a Pet, Kinship's one remaining brand, after the creative team was eliminated; partnered directly with marketing, product, content, engineering, and agencies.
- Owned creative from concept through launch across app, web, email, social, video, editorial, print, and events, keeping the brand consistent and on schedule without a design team.
- Designed and reviewed co-branded assets with partners including PetSmart, Banfield, VCA, and Pedigree.
- Led art direction, creative feedback, and copy review for campaigns and editorial across teams and agencies.
- Built workflows, tools, and documentation to streamline production and hand off the brand to a new creative team.

Designer

Kinship ~ June 2024 to June 2026

- Supported Kinship's award-winning Mars Petcare brands (Adopt a Pet, littleKin, The Wildest, Wisdom Panel, Whistle), reaching 9M+ Millennial and Gen Z pet parents.
- Partnered with the Design Director on campaigns, photoshoots, and localizations, producing 100+ assets per quarter and using Claude and ChatGPT to speed up ideation and production.
- Spearheaded a 500+ asset reskin for the Kinship merge, supporting 410K+ littleKin users and 150K+ subscription shipments.
- Designed performance creative that improved click-through rates and lowered acquisition costs, driving 12M+ impressions and 1.8M+ new users.

Junior Designer

Kinship ~ March 2022 to June 2024

- Designed across social, email, digital and print ads, merch, packaging, and web/app for 6+ brands at once, partnering with growth, editorial, product, and marketing teams on campaigns, launches, and seasonal initiatives.
- Built a library of 100+ scalable icons for The Kin mobile app, contributing to a W3 Silver Award for Best Visual Design: Mobile Features (2024).

Freelance Graphic Designer

MendeDesign ~ January 2022 to March 2022

- Designed web and print projects for a prominent San Francisco design studio, collaborating with clients and contributing to presentations.

Awards

W3 Silver Award, Best Visual Design: Mobile Features (2024).