

Kajri Popat

Creative brand & visual designer based in San Francisco.

Contact

kajripopat.com | kajridesign@gmail.com

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
Icon Design
Motion Design
Campaign Ideation
Art Direction
Presentation Design
Photo Art Direction
Web Design
Email Design
Stock Imagery Sourcing
Layout Design
Editorial Design
Logo Design

Technical

Figma
Adobe InDesign
Adobe Illustrator
Adobe Photoshop
Adobe After Effects
Jitter
Keynote
Microsoft Office
Google Suite

Work Experience

Designer

Kinship ~ July 2024 to Present

- Part of the creative team for award-winning digital brands under Mars Petcare, reaching 9M+ Millennial and Gen Z pet parents, including Kinship, Adopt a Pet, and littleKin.
- Collaborate with the Design Director on photoshoots, localization, and 4+ content series and sub-brands.
- Delivered 50–100+ assets per quarter across web, app, motion, print, and email, ensuring consistency across 3+ platforms.
- Partner with cross-functional teams and agencies like Code and Theory to build scalable systems and streamline workflows.
- Led key brand and growth initiatives, including reskinning 300–500+ assets for the Kinship merge and driving 410K+ littleKin users and 150K boxes shipped.
- Boosted performance through creative optimization, increasing CTRs up to 37% (+200%) and reducing CPA by up to 80%, supporting campaigns reaching 12M+ impressions and 1.8M+ new users.

Junior Designer

Kinship ~ March 2022 to June 2024

- Designed across diverse mediums including social media, email campaigns, digital and print ads, merchandise, packaging, presentation templates, websites, apps, icons, and banners.
- Contributed to high-impact projects for Wisdom Panel, Whistle, and GoodFriend, delivering thoughtful, user-focused design solutions that were tailored to each brand's unique objectives, target audience, and overall visual identity.
- Maintained a cohesive brand presence across multiple platforms, strengthening user engagement and overall brand recognition.
- Effectively managed design deliverables for 6+ brands simultaneously in a fast-paced, deadline-driven environment.

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.

Brand Identity Designer

TBD* Internship ~ September 2020 to December 2020

- Selected for a prestigious college design program supporting non-profit and civic organizations, delivering brand solutions.
- Led the brand identity for Citizen Girl Summer Camp and co-led the rebranding of Clown Corps, creating refreshed, cohesive visual systems.

Awards

Developed an icon library of 100+ scalable icons used across The Kin mobile app, contributing to a **W3 Silver Award for Best Visual Design: Mobile Features** (2024).