Kajri Popat

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

Contact

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www.linkedin.com/in/kajripopat

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.

Awards

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

Work Experience

Kinship (Mars Petcare) ~ March 2022 to Present

Lead Designer, Adopt a Pet ~ June 2026 to Present

- Became the sole designer for Adopt a Pet, Kinship's remaining brand, after the creative team was eliminated; owned all creative and 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 as a team of one.
- Led art direction, creative feedback, and copy review for campaigns and editorial across internal teams and agencies.
- Designed and reviewed co-branded assets with partners including PetSmart, Banfield, VCA, and Pedigree.
- Built workflows, tools, and documentation to streamline production and hand off the brand to a new creative team.

Designer ~ June 2024 to June 2026

- Designed across Kinship's award-winning Mars Petcare brands (Adopt a Pet, littleKin, The Wildest, Wisdom Panel, Whistle), reaching 9M+ Millennial and Gen Z pet parents.
- 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.
- Partnered with the Design Director on campaigns, photoshoots, and localizations, producing 100+ assets per quarter; used Claude and ChatGPT to speed up ideation and production.

Junior Designer ~ March 2022 to June 2024

- Built a library of 100+ scalable icons for The Kin app (W3 Silver Award, 2024).
- Designed across social, email, ads, merch, packaging, and web/app for 6+ brands, partnering with growth, editorial, product, and marketing teams.

Freelance ~ January 2022 to Present

Brand Designer, Amara Shanti ~ July 2026 to November 2026

- Created the brand identity, guidelines, and website for a premium wellness practice offering reiki, yoga, sound healing, and retreats.
- Led discovery, moodboarding, and concept presentations through to a final logo and visual system.

Graphic Designer, MendeDesign ~ January 2022 to March 2022

- Designed web and print projects for a prominent San Francisco design studio and contributed to client presentations.