

# Kajri Popat

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

## Contact

kajripopat.com | kajridesign@gmail.com

## 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

## 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.

## Work Experience

### Designer

**Kinship ~ July 2024 to Present**

- Supported Kinship's portfolio of award-winning digital brands under Mars Petcare — including Adopt a Pet, littleKin, The Wildest, Wisdom Panel, and Whistle — reaching 9M+ Millennial and Gen Z pet parents.
- Partnered with Design Director to execute campaigns, photoshoots, and localization, while developing 4+ recurring content series and sub-brands.
- Produced 100+ high-fidelity assets per quarter across web, app, motion, and print, maintaining rigorous brand standards and visual consistency across 3+ distinct platforms.
- Collaborated with cross-functional teams and agencies like Code and Theory to build scalable creative systems and automated workflows that improved cross-departmental efficiency.
- Spearheaded large-scale brand initiatives, including a 500+ asset reskinning for the Kinship merge, directly supporting the acquisition of 410K+ littleKin users and 150K+ subscription shipments.
- Designed performance-driven creative optimizations that increased CTRs by up to 37% (+200%) and slashed CPA by 80%, driving campaigns to 12M+ impressions and 1.8M+ new users.

### Junior Designer

**Kinship ~ March 2022 to June 2024**

- Designed across the full range of creative touchpoints — social, email, digital/print ads, merch, packaging, templates, and web/app assets — across 6+ brands simultaneously to deliver consistent, high-impact visuals.
- Partnered with growth, editorial, product, and marketing teams to develop data-driven, audience-focused creative solutions for high-stakes campaigns, launches, and seasonal initiatives.
- Maintained and evolved cohesive visual systems across multiple platforms, strengthening brand consistency and significantly boosting user engagement in a fast-paced environment.
- Designed and expanded a library of 100+ scalable icons for The Kin mobile app while supporting scalable systems and production workflows across teams.

### 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

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).