

Kajri Popat

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

Contact

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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
Generative AI

Technical

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

Education

BFA in Graphic Design

California College of the Arts

Graduated with High Distinction.

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 localizations, while developing 4+ recurring content series and sub-brands.
- Produced 100+ high-fidelity assets per quarter across web, app, motion, and print, while strictly maintaining rigorous brand standards.
- Integrated Claude and ChatGPT into daily workflows to rapidly ideate concepts, accelerate briefs/copy, and execute AI-driven image alterations.
- Partnered 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 CTR by up to 37% (a 200% relative increase) 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 touch points—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)**.