

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

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 a family of award-winning digital brands serving Millennial and Gen-Z pet parents, including Adopt a Pet, Kinship, and littleKin.
- Lead and support the Design Director across photoshoots, product localization, content series, sub-brands, and campaign ideation/execution.
- Provide creative and art direction for digital content, ensuring high-quality, on-brand assets across web, app, motion, print, and email.
- Collaborate with illustrators, contractors, and cross-functional teams to maintain cohesive, scalable visual systems.
- Streamline workflows and provide constructive feedback to partner teams (Calm, Pedigree, Linnaeus, etc) to optimize creative processes.
- Key contributor to merging The Wildest and The Kin into Kinship—refined brand guidelines, built scalable asset libraries, and led large-volume reskins to meet an aggressive multi-team launch deadline.

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 multiple 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

W3 Silver Award (2024) — Best Visual Design: Mobile Features, for developing the icon library used across The Kin app.