

KAITLYN CHIN

EXPERIENCE

Graphic & Web Designer | LUXE Bidet

Sep 2024 - Apr 2025

Led visual and brand design to deliver digital marketing, pitch decks, packaging/print designs, UX assets, wireframes, prototypes, A/B testing, and interactive e-commerce web content on Shopify. Directly contributed to securing B2B contracts with major resellers (Amazon), increasing the customer satisfaction score by 20%, and decreasing customer service tickets by 40%.

Creative Designer | Storycraft Lab

Apr 2024 - Aug 2024

Spearheaded illustration, infographic, POS, and data visualization design, highlighting design thinking practices and benefits towards employee retention, satisfaction, and performance (Google Xi). Fostered alignment on key tasks and KPIs with internal marketing team, resulting in 130% YoY trade show visitor engagement and brand activation.

Visual Designer | Rady School of Management

Aug 2022 - Jun 2024

Created visual brand guidelines, email marketing assets, banner ads, flyers, and design library with over 200+ assets across print, mobile, and desktop touch points, enabling faculty and partner companies to quickly deploy admissions and alumni fundraising campaigns.

Marketing Designer | UC San Diego Admissions

Jan 2022 - Jun 2024

Synthesized historical admissions data to create tailored infographics, brochures, social media posts, animation GIFs, and promotional print materials, driving largest ever applicant pool and 15% YoY growth.

Visual and UI/UX Designer | GGchat

Sep 2020 - May 2021

Led the design of logo, brand guidelines, wireframes, and digital prototypes, contributing to a cohesive brand identity and user experience while enhancing brand recognition and engagement.

ABOUT

kaitlynchin.design

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EDUCATION

UC San Diego

B.S. Design & Interaction

SKILLS

Visual

Brand Identity
Design Systems
Color Theory
Typography
3D / Animations
Motion Design
Print Design
Website Design
UI/UX Design
Illustrations
Photography / Video

Tools

Adobe Suite
Figma
Google Analytics
Microsoft Office
Wordpress / Webflow
HTML & CSS
Mailchimp