

KAITLYN CHIN

EXPERIENCE

Email & Digital Designer | Road Runner Sports

Jun 2025 - Present

Executed campaigns by creating visually compelling email designs, web and e-commerce assets, and animated visuals, enhancing engagement and increasing conversion rates by 15%.

Graphic & Web Designer | LUXE Bidet

Sep 2024 - May 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%.

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 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/reels, 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

kait.design

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EDUCATION

UC San Diego

B.S. Design & Interaction

SKILLS

Visual

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

Tools

Adobe Creative Suite
Figma
Microsoft Office
Wordpress
Webflow
HTML & CSS
GenAI
Mailchimp / Klaviyo
Lottie