

Kaylee Littleton

Digital Product & Brand Design

Career History

Senior Product Designer / Wine-Searcher Ltd.

Feb 2021 – Present; Auckland, New Zealand (*remote from Denver, CO*)

- Leading efforts to adopt emerging UX patterns, strategies and practices
- Building and maintaining company design system: creating Figma components library, collaborating with developers and project managers on implementation, and creating guidelines documentation
- Creating and implementing a brand identity that reflects the values and legacy of the company
- Delivering design solutions with a focus on user experience while balancing company goals and design cohesion
- Influencing product direction and development by leading research that identifies user needs

Digital Design Consultant / Freelance contractor

Dec 2013 – June 2017 and Dec 2019 – Feb 2021; New Zealand, U.S.A., Czech Republic, Vietnam, and Spain

- Developing, directing, and executing digital design and photography solutions for clients such as Dynamic Gift NZ, Grupo Bimbo, the Heart Foundation (NZ), PERSUIT, Stanford Peace Innovation Lab, CHEFS Catalog, and the It Gets Better Project
- Projects include presentations/decks, branding, social media creatives, web design, EDM marketing, and ads
- Designed and executed successful social media marketing campaign for Fast Company's #6 Most Innovative Company of 2020, PERSUIT
- Designed and produced a series of TalentLMS e-learning courses for the NZ Heart Foundation

Head of Marketing Design (*Promotion*) / Socialbakers (now Emplifi)

Dec 2018 – Dec 2019; Prague, Czech Republic

- Led and managed a team of 5 designers – in-house and remote – responsible for all brand identity, marketing/advertising, and event design materials, consisting of both in-house and remote designers specializing in graphic design, illustration, animation/motion, and web
- Implemented and spearheaded company-wide transition to design collaboration software, Figma, to effectively work with our marketing and sales teams; created a comprehensive, user-friendly template and component library that ensured consistency of the Socialbakers brand across the corporation
- Developed an entirely new identity and implemented a full brand redesign of the “Engage Prague” conference series to “Socialbakers Engage” to help unite our product with our hosted events as well as allow a more global reach

Senior Visual Designer / Socialbakers (now Emplifi)

June 2017 – Dec 2018; Prague, Czech Republic

- Designed and produced marketing materials such as white papers, studies, social media creatives, advertisements, print media, event displays, infographics, and EDM templates
- Implemented a three-tiered structure for branding events of varying sizes to ensure consistency and cohesion whilst being relevant and best-fit for their respective scope and audience
- Designed and introduced a universal, user-friendly PowerPoint and Google Slides template so that all staff within the organization followed brand guidelines, ensuring consistency in look and feel

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Key Specialties

Design systems
Prototyping
Style guides/libraries
Brand guidelines

Skills

Leadership
Problem solving
Self-sufficiency
Big-picture thinking
Organization
Team management
Decision-making
Strong communication

Tools

Figma
Sketch
Illustrator
Photoshop
InDesign
UsabilityHub
InVision
PowerPoint
Google Slides

Education

UX Design Fundamentals Certificate

CalArts via Coursera Online
2020

Visual Elements of User Interface Design Certificate

CalArts via Coursera Online
2020

B.F.A. Visual Arts

U. of Colorado Denver
2008 – 2013