

# Kaylee Littleton

## Senior Designer

### 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 Product & Marketing Design Consultant / Freelance contractor

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

- Developed, directed, and executed design 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 included presentations/decks, branding, social media creatives, web design, EDM marketing, and ads
- Redesigned Dynamic Gift NZ's website and ecommerce shopping functionality to improve user experience; introduced a design system and component library
- 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