

# Kat Whalen

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## Education

### California Polytechnic State University

San Luis Obispo, CA  
Department of Art & Design  
Graphic Design BFA

## Tools & Skills

### Design tools

Figma, Webflow, Photoshop, Illustrator, InDesign

### Skills

Design systems, Web design, Art direction for animation, Digital illustration, Brand Identity Design, Copywriting

## Experience

### Resilience Lab Inc. | Marketing Design Lead

May 2023 – Nov 2023

**Company:** Online therapy/telehealth startup operating in five states on the East coast. Reason for Leaving: Mass layoffs included full dissolution of the Marketing team

- Sole Brand & Visual Designer (Marketing team of 3)
- Developed soup-to-nuts strategy, managed, & executed full brand re-design & website redesign
  - Homepage, eight secondary & tertiary pages
- Created & utilized new Webflow/Figma web component library for all web UI, leading to faster development turnaround & streamlined paths for page redesigns and sped up the QA time with developers by 3 weeks per page on average
- Created new visual design system applying to all brand and product touchpoints:
  - Landing pages, email, website redesign, social media, investor pitch decks, sales pitch decks sales one-pagers, therapist directory site
  - Brand Guideline System included: typography, color, illustration/iconography, web UI
- Iterated with Marketing Director on landing page variants to increase client pipeline to the company's therapy directory site (product)

### Jane Technologies Inc. | Senior Brand Designer

Nov 2021 – Jan 2023

**Company:** Cannabis e-commerce company consisting of a two-sided marketplace: Consumer ordering platform & dispensary business tools

- Founded & led Brand & Visual Design for Design dept. Overall team scaled to include Design, Brand & Product teams
- Strategized, Planned, & Created the company's first brand design system from the ground up; led team of two junior brand designers
- Crafted ground-up brand system & public awareness. Created full visual identity system, positioning as the premier cannabis marketplace (dispensaries, brands, & individual consumers)
- Brand design system included logomarks & app icons, typeface guidelines, color system & use across brand and product, templates and guidelines for social media posts, icon construction and guidelines, web and app UI elements, photography direction
- Redesigned all company webpages: consumer marketplace, dispensary & brand business marketing pages, & internal pages such as Career & About Us
- Art Directed first campaign for the iOS app launch & new brand rollout: web ads, social media takeover, & consumer email drip campaign
- Executed copywriting for all assets produced (no writers on staff)

### Square | Visual Interactive Designer

Nov 2019 – Nov 2021

- One of five marketing designers on the Square Online (eCommerce—formerly Weebly) team; within a team of 30 designers total, the rest being product designers. Each designer executed individual campaigns for Square Online product features and sub-products, working in pods with the product marketing manager and product designer.
- Created large, on-brand, high-performing ad sets for paid social: Square Online for Retail, Square Online for Restaurants, Weebly (evergreen), Square Online's Holiday 2020 campaign, Square Online Checkout for Reddit, and Square Online Checkout evergreen and testimonial ads.
- Designed and built Public Web pages from concept level to final execution for Square Online for Restaurants, Square Online for Retail, Square Online Checkout main page, Square Online Checkout's Buy Button subpage
- Designed email drip campaigns for sellers who use Square Online and Square Online checkout, educating them about new product features. In lockstep with the ad and email campaigns showing those product features
- Designed and art directed three social videos for Square's Instagram around the following Square Online features: Order with Google, QR code restaurant ordering, and QR code x Point of Sale ordering

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## Experience (continued)

### Kat Whalen Studio | Freelance Visual Designer

Aug 2018 – Oct 2019

Example Clients:

**Perfect Keto:** Supplement & Lifestyle Brand for Keto diet food products & educational materials

- First designer working with Perfect Keto (2019); Creative team expanded to three employees
- Created large sets of emails for drip campaigns
- Designed web display ads, paid social ads
- Designed in-grid social posts for Perfect Keto's Instagram followers
- Designed educational product materials: Interactive eBooks, and science infographics
- Designed Amazon listing assets

**Pique Tea:** Luxury tea brand based in Los Angeles using their proprietary tea crystal technology. The sole visual designer, working alongside team photographer

- Designed modular system for landing pages, migrating Unbounce to Shopify
- Designed email marketing assets for product campaigns
- Designed graphics for brand affiliates on Instagram
- Designed paid social assets

**Zero Financial:** Financial technology company in the process of reinventing banking.

- Created a system of web components to be used for their new CMS site build.
- Designed modules aligned with the zero.app page in absence of pre-existing brand guidelines
- Created a system of web components for their new CMS site build
- Designed Modules & library content-agnostically to support the wide variety of future pages
- Proposed decorative options for visual interest & brand recognition

### Tally | Contract Marketing Designer

April 2018 – August 2018

**Company:** App enabling consolidated credit card management, personalized payment strategy, & automated payments

- Collaborated with Design Director-Product (team of 2).
- Evolved brand aesthetic & website redesign
- Designed new look for Tally website to apply to existing pages
- Established library of web modules used by Growth team to create marketing pages
- Created web UI kit & style guide for Tally & the development agency
- Created web ads, internal branded materials, & sales decks

### Doordash | Contract UI Designer

Dec 2016 – June 2017

- One of six product designers & two brand/marketing designers. Designed post-checkout visual/interactive experience for iOS.
- Designed post-checkout visual/interactive experience for iOS.
- Worked alongside UX designers to bring the visual UI part of the experience to many new features in the Consumer and Merchant products, such as the then-new alcohol ordering feature
- Worked with brand designers to create internal collateral such as decks, and hackathon materials

### Nerdwallet | Product Designer

Aug 2015 – Oct 2016

- One of eleven full-stack product designers embedded in different pods consisting of a PM & multiple engineers.
- Often rotated between different product pods throughout the year
- Redesigned Mortgage calculation tool
- Redesigned Nerdwallet's Small Business tool and Broker Matching tool.
- Designed net-new Vertical Content Hubs (webpages) for 11 different business verticals showcasing Nerdwallet's content and tool resources for each.
- UI design for Nerdwallet's first iOS app and first mobile style guide.