

Kaitlan Mar

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EXPERIENCE

True Brands Inc.

Creative Manager • Feb 2022–May 2023

- Responsible for overseeing creative development for ten in-house brands including product design, retail packaging, wholesale catalogs, ecommerce websites, product and lifestyle photography, product videos, promotional emails, digital advertising, etc.
- Supervised a team of 4 visual designers, 1 copywriter, 2 photographers, and contractors.
- Conducted research, created updated brand positioning, and led packaging design projects for 2 existing brands and 3 new product collections.
- Managed intake processes for all requests by refining briefs with collaborators, delegating tasks, and overseeing resources.
- Provided art direction and detailed feedback to challenge creatives, reinforce brand guidelines, and ensure business objectives were met.
- Improved communication within the creative team and fostered alignment amongst marketing, product development, brand managers, and executives.
- Initiated team activities to build trust, ease communication, and inspire.

Design Manager • Jan 2020–Feb 2022

- Supervised a team of visual designers, growing from 2 to 4. Led hiring and training.
- Built new systems, processes, and project templates in Asana in order to achieve ambitious business goals, including a new DTC sales channel for 5 separate brands.
- Led a digital content overhaul for hundreds of products, managing the completion of 1,300 tasks in one year from photo, copy, and design. Our impact contributed to 26% revenue growth on Amazon YOY.
- Improved the average time to complete a packaging task by 42% YOY by expanding project briefs and increasing communication with product developers.

Marketing Design Lead • Feb 2018–Jan 2020

- Delegated design tasks amongst myself and 2 visual designers.
- Managed operations and executed the design of 8+ wholesale catalogs a year.
- Implemented an InDesign plug-in for data automation that decreased catalog production time from 3 months to only 1½ months.
- Assisted product team with wine gift bag designs and packaging support.
- Collaborated with photographers to help concept and style various photo shoots.

Graphic Designer • Oct 2014–Feb 2018

- Managed operations and executed the design of 8+ wholesale catalogs a year.
- Designed leaflets, mailers, promotional emails, and sales collateral for B2B marketing.
- Maintained communication with printing company and traveled for press checks.

Mint Design Inc.

Designer • Aug 2013–Oct 2014

- Created production-ready print files for catalogs, retail signage, packaging, and print ads.
- Assisted with high-level brand development on HydroFlask and The Goodship Company.
- Maintained friendly and professional relationships with outside clients.

University of Washington Career Center

Graphic Design Intern (PT) • Oct 2012–Aug 2013

- Created event signage, wayfinding, annual reports, infographics, and web banners.
- Collaborated with a variety of internal clients; counselors, event planners, volunteers.

EDUCATION

Bachelors of Design Visual Communication

Design • 2009–2013

University of Washington
Seattle, WA

SKILLS & KNOWLEDGE

Adaptability
Art Direction
Brand Strategy
Collaboration
Communication
Consumer Packaged Goods
Copywriting
Customer Service
Delegation
Design / Design Ops
Detail Oriented
Ecommerce
Marketing (B2B, DTC)
Multi-tasking
Organization
Photography
Print Production
Prioritization
Problem Solving
Project Management
Risk Management
Research
Retail Signage
Systems Building
Time Management

TOOLS

Adobe Creative Suite
Asana
Google Suite
HubSpot & Klaviyo
Microsoft Office
NetSuite
Salesfy
Shopify

VOLUNTEER

AIGA LINK Program Volunteer & Guest Lecturer

Sept 2023-Present

Workshops for high school students in art and design.