

kaela han

GRAPHIC DESIGNER + ILLUSTRATOR

South Bay Area, California

kaelahan4@gmail.com

— education

university of california, davis

2014 - 2018

B.A. Design

Minor - Communications

— skills & expertise

Adobe Creative Suite

InVision

HTML5

CSS

Information Design

Layout Design

Graphic Design

Visual identity

Brand Development

Marketing Strategy

— employment

2017 - 2018

brand designer

SIERRA PAINTING CORP.

Rebrand logo and develop new graphic identity. Complete standard business system (business cards, letterhead, envelope), including proposal and invoice design.

2018 - 2018

graphic designer + student intern

UC DAVIS | CARBON NEUTRALITY INITIATIVE

Design logo and print materials (10 page brochure) for UNSEEN: a public art installation sponsored by the UC Davis Carbon Neutrality Initiative (CNI). Work closely with lead designer and design professor Jiayi Young and undergraduate fellow Maria Wong to prototype and assemble final installation and corresponding graphic assets.

2018 - 2020

junior graphics designer

POTTERY BARN KIDS | IN-HOUSE CORPORATE

Assist retail business by creating graphic components to be used in brand strategy presentations and new project propositions. Create varieties of mockups for different store features and architectural layouts, including revision of unique store floor plans. Working cross-functionally with marketing + ecommerce teams to create visual books and mockups to support visual memos sent out to stores.

2020 - 2022

web content coordinator & production artist

POTTERY BARN TEEN | IN-HOUSE CORPORATE

Support ecommerce through the maintenance of product information pages, including managing imagery, product details, and category thumbnails. Organize, maintain, and archive digital assets to prepare for seasonal site launches. Extensive clone work and color-corrections to ensure product information accuracy and consistency across all digital channels.

2022 - present

web designer

POTTERY BARN TEEN | IN-HOUSE CORPORATE

Design crucial site features including the homepage, landing pages, and lookbooks. Support the site experience by designing cohesive and visually stunning graphic assets across all channels (email, social, emarketing). Work as a 360-degree designer, owning designs for entire marketing campaigns from start to finish. Work closely with cross-functional partners to align on marketing strategy and direction. Collaborating with the design team and editorial to align on new and innovative brand identity elements.