kadi lawson

SF Bay Area | kadilawson14@gmail.com | kadilawson.com

Professional Summary

Dynamic and results-driven Lead Designer with experience working on marketing-led brand initiatives that influence perception and drive growth, contributing to both foundational brand work and high-visibility moments. Excited by storytelling, energized by momentum, and motivated by building a brand thoughtfully, not just executing individual assets. Expert at bridging the gap between creative vision and technical execution, utilizing data-backed UX methodologies. A collaborative leader adept at guiding cross-functional teams in fast-paced, Agile environments from concept to launch.

Lead Designer

Language IO, April 2024 - Present

- **Company-Wide Rebrand:** Orchestrated a comprehensive company-wide rebrand and built a modern design system across Marketing, Web, Sales, and HR; standardized **100+ assets** to streamline workflows and elevate professional brand sentiment.
- **Championed Visual Excellence:** Experience designing for marketing surfaces (web, campaigns, decks, events, content) with strong fundamentals in typography, layout, color, and hierarchy and ability to interpret a brief and execute thoughtful, on-brand creative.
- **Web Scaling & Conversion:** Scaled corporate web presence by **120%** by designing an optimized ecosystem of product and landing pages, resulting in a **28% increase** in inbound lead volume. Re-architected the digital footprint and resource center with responsive layouts and multi-taxonomic filtering, reducing bounce rates by **34%**, and driving a **65%** lift in asset downloads.
- **Cross-Functional Execution:** Partnered closely with product and sales teams to launch high-impact trade show experiences and interactive web components, ensuring strict design fidelity while boosting primary CTA click-through rates by **24%**.

Junior Designer

Unibuddy, 2022/2023, Contract

- **Collateral Modernization:** Revitalized an outdated library of static marketing collateral by injecting dynamic motion graphics, custom illustrations, and vibrant design elements, transforming the brand identity into a living experience.
- **Brand Refresh Execution:** Led the redesign of print and digital marketing collateral for a major corporate brand refresh, successfully balancing marketing objectives with rigid brand alignment.
- **Cross-Functional Collaboration:** Partnered in a high-volume, ticket-based creative pipeline; collaborating dynamically with design lead during sprints to evaluate, prioritize, and execute under-the-gun or high-priority creative requests.

UX UI Product Design Intern

Sesto Labs, 2021/2022

- **End-to-End Product Delivery:** Led user research, usability testing, and the creation of low- to high-fidelity mockups to design and launch two mobile applications from concept to production.
- **Agile & Stakeholder Collaboration:** Collaborated within a fast-paced Agile environment to guide design teams through ambiguity, presenting iterations weekly to clients to secure alignment and ensure successful product launches.

Technical Skills

Design Tools: Figma, Adobe Creative Suite (Photoshop, Illustrator, After Effects), Typography, Color Theory, Illustration, Motion Graphics.
Web & UX/UI: Mobile-First Responsive Design, User Research, Usability Testing, Information Architecture, Wireframing, Low- to High-Fidelity Mockups, Design Systems, Developer Hand-offs.
Front-End/Technical: Custom CSS, File Optimization, Cross-Functional Technical Alignment.

Education

Bachelor of Fine Arts BFA, Graphic Design
Loyola Marymount University, CA, 2021 - *magna cum laude*