

KAITY HAMMERSTEIN

I help people achieve their goals through creative expression.

CREATIVE MARKET

Lead the brand and marketing materials by creating style guides, site designs, email templates, pitch decks, video and animation for social channels. Projects include Cyber Sale campaigns and Design Trends 2024 campaign.

DEC 2021–PRESENT

DRIBBBLE

Built the curriculum, lesson plan and assignments for Dribbble's Certified Design Course. I instructed the first cohort of students with weekly live demos, exercises and critiques. I designed the Dribbble Learn brand and marketing.

DEC 2021–PRESENT

SQUARE

Created the visual design system, typography and color usage for Square Online Store. Promoted to L5 designer, moved to Square Online Store marketing team. Led the web + ad design for a \$6M global campaign "Grow Online".

MAR 2019–JUL 2021

FAMOUS

Famous built an innovative web design app. I used the app to design sites for clients, including Toyota, Best Buy, Nordstrom, & Medialink. I created presentations and demo materials for the app at SF Design Week and Cannes Lions.

APR 2017–NOV 2018

AL JAZEERA

News graphics for AJ+ during 2016 election across all digital channels. Projects include an election social media chatbot, landing page redesign, Roku channel UX.

AUG 2016–DEC 2016

WIKIPEDIA

Wikipedia iOS and Android app designs. User research and UX design for the Wikipedia Editor.

SEP 2013–MAY 2016

APPLE

Graphic design intern on the marketing communication team. Projects include Holiday Campaign 2011 landing page.

SEP 2011–JUN 2012

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