

# 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  
Javascript  
Processing 2.0  
Information Design  
Layout Design  
Graphic Design  
Visual identity  
Brand Development  
Marketing Strategy

## — employment

2016 - 2018

**illustrator + graphic designer**

FREELANCE

Design and illustrate pieces (cover art, portraiture, paintings, etc.) for various clients.

dec 2017 - apr 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.

apr 2018 - june 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, as well as create graphic assets to complement the project.

nov 2018 - present

**junior graphics designer**

POTTERY BARN KIDS | IN-HOUSE CORPORATE

Assist retail side of business through creation of 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. Communicate cross-functionally with marketing and merchant teams to create visual books and mockups to support visual memos sent out to stores..