

KAE SANDT

BRAND & WEB DESIGNER

EXPERIENCE

Kae Sandt Design · Brand & Web Designer

JAN 2021 – PRESENT · REMOTE

- Build brand identities and visual systems for tech startups, with templates and guidelines that keep every asset consistent as output scales.
- Design and build marketing sites and landing pages in Webflow, translating brand systems into responsive, production-ready layouts.
- Design pitch decks, sales collateral and brand guideline books, turning copy-heavy content into clear, typographically sharp layouts.
- Produce campaign and social assets across digital and print. On Pinterest, portfolio pins drew 33.2k impressions in 90 days, up 135% in the last 30 days, with 17.9k on one EveryDaze brand board.
- Direct four Claude workstreams (mockups, marketing, clients and web, project management) that build and check from my briefs and pass work on in handoff notes, with a second agent's review and my approval before anything ships: 30 Etsy listings live eight days after the first drafts.

Skimli · Product Designer

MAY 2022 – JUN 2023 · REMOTE

- Sole designer on Skimli's brand from zero: logo, identity, color and type, for an AI video-editing platform.
- Designed the UI system and full product dashboard: components, interaction patterns, animations.
- Built the marketing site and motion design, keeping one visual language from marketing through product.

Sealaska Heritage Institute · Youth Mentor

JAN 2023 – JAN 2026 · REMOTE

- Open pathways to STEAM careers for Native youth through design thinking and hands-on creative workshops.

ABOUT ME

I served in the Navy. What stuck is being the person accountable for the work. I studied graphic design and took on clients early. At Skimli I was the only designer, so I owned the decisions and lived with them.

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EDUCATION

Western Washington Univ.

BFA, Graphic Design

APR 2024 – SPRING 2027

Platt College San Diego

AA, Graphic Design

MAY 2019 – MAY 2021

General Assembly

UX Design Apprenticeship (Cert.)

MARCH 2021

SKILLS

BRAND IDENTITY & VISUAL SYSTEMS

WEB & LANDING PAGE DESIGN

TYPOGRAPHY & LAYOUT

PRESENTATION DECKS & COLLATERAL

BRAND GUIDELINES & TEMPLATES

FIGMA · EXPERT

WEBFLOW · SHOPIFY

INDESIGN · ILLUSTRATOR · PHOTOSHOP

MOTION · AFTER EFFECTS

AI WORKFLOWS · CLAUDE

SELECTED PROJECTS

Skimli: UI system, dashboard, marketing site and motion for an AI video-editing platform.

EveryDaze: Brand identity, packaging and an animated website for a fiber and prebiotic konjac jelly.

Job Board App: End-to-end product UI design and a working prototype.

Casual Friday: Brand design and 3D campaign for a CBD bath bomb line.