Bryce Punsalan

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Experience

Kargo
Los Angeles, CA

Junior Interactive Designer | Oct 2024 – Present
- Conceptualized, prototyped, and templatized 2 scalable CTV advertising products for Kargo's go-to-market offerings
- Designed and animated high-impact CTV and mobile advertising experiences, balancing visual storytelling with technical and responsive requirements
- Served as a dedicated designer for Amazon and DGIC accounts, managing creative requests and delivering campaigns within a 24-hour turnaround
- Mentored and reviewed work from a design intern, providing creative and technical guidance while maintaining brand standards
- Collaborated cross-departmentally with Sales, Client Services, and Media Strategy teams to bring advertising concepts to life
- Provided animation and technical guidance, helping clients navigate rich media production requirements while maintaining visual quality and adhering to best practices

Designer, Creative Services | Jan 2023 – Oct 2024
- Created concepts, mood boards and design explorations for pitch decks, invites, newsletters, and event activations based on client briefs and project needs
- Managed multiple projects and tight deadlines, adapting quickly as timelines, priorities, and creative direction changed
- Collaborated with internal partners to develop and deliver creative, collaborating with internal partners from concept to print

Adventure Volunteer
Valencia, Spain

Web Design Intern | March 2022 – June 2022
- Designed and built an English-language website in WordPress, organizing content and creating a clear, user-friendly experience
- Developed visual content to support the company's marketing efforts across digital channels and marketing materials

Cohesity
Remote

Brand and Creative Intern | June 2021 – Sept 2021
- Designed creatives for email, social, and web marketing campaigns, responding to a range of internal client requests
- Created custom isometric illustrations and photo imagery for marketing and brand initiatives
- Updated brand guidelines to better reflect Cohesity's evolving brand and inclusive identity

Education

Kent State University
Kent, OH

B.F.A. in Visual Communication Design
Minors in User Experience Design and Spanish

Skills

Design
Interactive Design
UI/UX
Web Design
Motion Design
Prototyping
Brand/Identity
Illustration

Technical
Rich Media
Interactive Advertising
Responsive Design
HTML
CSS

Tools
Photoshop
Illustrator
After Effects
Figma
Webflow
WordPress
Jira
Asana
Celtra