

SADIE KLAUNDER

ABOUT ME

Multidisciplinary brand designer specializing in identity systems across print and digital media. Visionary thinker who brings a broad, fresh perspective to design, content and products. Passionate for innovative creativity matched with a strategic lens for building engaging visual narratives, committed to instilling consistency across all marketing channels. Driven by challenge, looking for new opportunities to refine and elevate branded creative with measurable impact.

CONTACT

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🌐 sadieillustrations.com

EDUCATION

Texas A&M University
Bachelor of Arts
Summa Cum Laude
Aug 2017 - May 2020

SOFTWARE

Adobe Illustrator
Adobe InDesign
Adobe Photoshop
Adobe After Effects
Adobe Premiere Pro
Adobe Firefly
Figma
Canva
HTML/CSS
PowerPoint
Braze
ChatGPT

SKILLS

Brand Design
Illustration
Photography
Photoshop
Motion Design
Web Design
AI Design
Print Production

EXPERIENCE

Senior Brand Designer

MyFitnessPal | Mar 2023 - Sep 2025

PROMOTED: Brand Designer to Senior Brand Designer in 2024

- Designed the visual brand refresh of MyFitnessPal, aligning brand identity with evolving user demographics and increasing brand recognition
- Collaborated with product, marketing, and UX teams to develop cohesive multi-platform design systems
- Concepted and executed high-impact creative campaigns that drove user acquisition and engagement

Email Marketing Designer

Tiff's Treats | Sep 2021 - Mar 2023

- Designed and executed mobile-optimized email campaigns
- Partnered with marketing and CRM teams to develop data-driven email flows and seasonal promotions across email touchpoints
- Established brand consistency while A/B testing new creative approaches

Graphic Designer

Jen & Co Handbags, Versa Tote Bags | May 2021 - Aug 2021

- Designed multi-channel assets across Shopify, email, and social platforms
- Photographed and retouched handbag product images in studio with consistent styling for consumer-facing assets across digital and print mediums
- Worked collaboratively with Social Media Manager to film and produce social media content across Instagram and TikTok

Brand Marketing Designer

Jenkins Design | May 2020 - Apr 2021

- Led the design and production of high-end print materials that reflected the firm's luxury positioning and supported the sales process
- Designed and maintained key website pages and landing experiences, optimizing for both aesthetics and functionality to showcase portfolio work and drive lead conversions

Visual Design Intern

Texas A&M University College Station | Apr 2019 - Sep 2019

- Designed branded presentation decks for university leadership and campus
- Created social media graphics to promote campus events
- Served as event photographer for university-sponsored events

Brand Marketing Intern

YT Branding | Apr 2018 - Sep 2018

- Created a UX mobile competitive analysis in PowerPoint
- Developed a brand message framework for a men's fashion company
- Researched trade publication coverage for a PR plan