



Kaela Soohoo  
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## PORTFOLIO

www.kaelasooahoo.com

## EDUCATION

Cal Poly State University  
San Luis Obispo, CA  
Graphic Communication major  
June 2012, BS

General Assembly  
San Francisco, CA  
Front End Web Development  
November 2014

Designership  
The Ultimate Figma Masterclass  
April 2024

## SKILLS

Adobe Creative Cloud  
Figma  
HTML & CSS  
Procreate  
Microsoft Office

## SPECIALTIES

Visual Design  
User Interface Design  
Prototyping  
Wireframing  
Design Systems  
Project Management  
Email Marketing  
Social Media  
Art Direction  
Typography  
Layout  
Illustration  
Front End Web Development

## EXPERIENCE

GAP INC. // San Francisco, CA  
Manager, Web Design/Associate Art Director March 2022–June 2023  
Senior Web Designer May 2018–March 2022  
Web Designer January 2016–May 2018

- Led team of designers and oversaw all Womens (Gap's highest-grossing division), Mens, and GapFit digital branding through gap.com and email marketing.
- Worked closely with creative leadership to develop the art direction of seasonal campaigns across all digital platforms.
- Created design solutions for gap.com that met brand initiatives and marketing objectives while leveraging business metrics and user testing to consistently work towards improved engagement and site performance.
- Spearheaded creating and maintaining UI design system libraries & style guides for site and email to share across teams and ensure visual alignment on all channels.
- Utilized strong concepting, prototyping, and communication skills to collaborate and create great relationships with partners from copy, marketing, UX, and web developers to see through projects end-to-end.

### Achievements

- Q4 2022 Rivet Award, nominated by colleagues and awarded "Try Fast. Learn Fast. Think Big" for problem solving and driving towards solutions with speed, conviction and innovative thinking.
- Successfully led the creative team Gap Online transition to content management system (CMS). Created the design system for the future of gap.com. Built the design library for the web design team and provided presentations and training to ensure a smooth transition.
- Spearheaded creative for multiple high-profile campaigns featuring celebrity talent.

SERENA & LILY // Sausalito, CA  
Designer February 2013–January 2016

- Designer for all e-commerce creative for the Serena & Lily website, digital advertising, email marketing, and social media.
- Translate marketing objectives into visually compelling creative that aligned with brand standards. Projects included homepage design, seasonal refreshes of landing pages, mobile site, email marketing and banner ads.
- Was responsible for redlining, communicating and finalizing the User Interface of the 2014 site redesign to web developers all the way to launch.
- Responsible for coding all front end content in HTML & CSS when the company made the transition to a content management system.
- Assisted with print projects as needed, including catalog and advertisement design.

FREELANCE GRAPHIC DESIGNER June 2012–February 2017

SunChemical // Chicago, IL

- Designed labels, signs and packaging as advertising samples to showcase their flexography printing service.

Sunfoods LLC Hinode Rice // Sacramento, CA

- Assisted with website updates and advertisement requests. Additional projects included magazine and digital ads, signage and package design.

TEA COLLECTION // San Francisco, CA

Graphic Design Intern July 2012–November 2012

- Design projects included iPad catalog, activity book, Facebook media, email marketing and photo editing.
- Assisted in photo shoots organizing clothing samples.