

KYLE KLUBE

SENIOR BRAND & VISUAL DESIGNER

Brand Identity, Design Systems & Visual Storytelling · Executive Presentations

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SUMMARY

I create visual systems, experiences, and presentations that make complex ideas easy to understand. My work has included everything from brand identity and digital experiences to apparel, print production, and executive communications. I'm just as comfortable setting art direction as I am opening the files and moving the pixels myself.

SKILLS

Brand & Identity	Brand Design · Visual Identity · Brand Guidelines · Logo Design · Art Direction · Creative Direction · Campaign Development
Systems & Digital	Design Systems · UX/UI Design · Web & Responsive Design · HTML5/CSS3 · Motion Graphics
Presentation & Comms	Executive Presentations · Keynote Design · Corporate Communications · Visual Storytelling
Print & Production	Typography · Layout Design · Print Production · Screen Printing · Apparel Design · Prepress
Tools	Figma · Adobe Creative Cloud (Illustrator, Photoshop, InDesign, Firefly) · PowerPoint · Keynote · Claude · ChatGPT

EXPERIENCE

T-MOBILE Bellevue, WA

Senior Creative Development Manager

Jul 2024 - Jul 2026

- Designed the visual identities for T-Mobile's Experience plans and 5-Year Price Guarantee, extending T-Mobile's brand system across web, TV commercials, out-of-home, and other channels
- Designed investor relations decks and board-level materials
- Led design-system implementation, overseeing conceptual campaign development, art direction, and execution
- Built and maintained scalable presentation systems, master templates, and design guidelines used across the organization
- Partnered with cross-functional teams to define campaign vision and keep work on-brand across lines of business

Manager, Creative Direction

Sep 2021 - Jul 2024

- Led a team of 4 creative professionals, setting creative direction for executive keynotes, PR campaigns, and companywide communications
- Directed development and execution of multichannel companywide and executive keynote presentations for over 80,000 employees
- Directed motion designers, animators, and video editors to extend brand and presentation systems into motion and video for executive and company-wide communications
- Developed and expanded the T-Digit Design System, a drag-and-drop PowerPoint framework that lets designers, managers, and executives apply approved brand design and narrative structure, reducing review cycles
- Developed creative strategies for PR initiatives and campaigns under tight deadlines for T-Mobile's Newsroom

Senior Designer

Jan 2020 - Sep 2021

- Led design and UX strategy for the intranet serving 80,000+ employees
- Led design, branding, and visual strategy for the Media Newsroom, improving mobile optimization and growing visits 77% year over year
- Designed PR announcements, corporate communications, and social media

Web Designer

Oct 2016 - Jan 2020

- Designed UX/UI direction for the company intranet and digital signage for corporate headquarters
- Designed visuals for PR announcements, corporate communications, and social media; contributed campaign assets to Coverage Beyond, 5G, and Un-carrier initiatives

NAPSTER (RHAPSODY INTERNATIONAL) Seattle area

Jun 2014 - Jun 2016

Visual Designer

- Led design and development of the Napster global brand style guide and downloadable asset library
- Designed mobile, desktop, and partner marketing and advertising campaigns
- Expanded the brand's visual system into motion for social content, delivering a 30% increase in engagement over static imagery
- Contributed to UX/UI design of mobile and web apps serving 3.5 million subscribers at the time

MICROSOFT Redmond, WA

May 2012 - Jun 2014

Production Artist

- Transformed wireframes into finished designs for modules and UI templates, keeping the experience consistent across digital platforms
- Partnered with developers and testers to implement designs accurately in the final product
- Designed advertisements and promotional materials for Microsoft Store launches including Surface, Windows 8, Windows Phone, and Xbox One, for a global audience under tight deadlines
- Processed, resized, and onboarded product imagery for the Microsoft Store's worldwide market

BADD HABIT LTD. Port Townsend, WA

Art Director

Dec 2009 - May 2012

- Creative lead for a custom screen-printing and embroidery brand and retail store; conceptualized and designed all products, selecting colors, materials, and styles
- Created apparel featured on clothing blogs and sold in select local-area retailers
- Built and managed the website and digital storefront; supervised prepress, creative development, and customer success

Graphic Artist

Jun 2007 - Dec 2009

- Designed and produced custom screen-printed and embroidered apparel, including graphics and film separations for client orders

SELECTED FREELANCE CLIENTS

DLH Inc. · Sargent Construction · Northwest Riders · Wounded Apparel · ACH Design LLC · Cowell Made · The Goods · Manca's Catering · Hellbent Brewing · Fall Down Furniture · Foster Garvey · Watershed Pub

EDUCATION

B.A., Visual Communications · Collins College

