KAM KAISERMAN

PRODUCT DESIGNER & DESIGN ENGINEER · SALT LAKE CITY, UT

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I design products and build the systems behind them.

Product designer with 7+ years designing and shipping work for Brand USA, Blip, Kota Solar and a Goshute tribal childcare program. I take ideas from first sketch to production code, and I build the templates, pipelines and tools that help a whole team ship more.

$120k → $600
Yearly hosting cost after rebuilding Kota's web apps

1,800+
Billboard designs shipped at Blip on a 3-day turnaround

25×
Email open rate at Ruck, from 0.5% to 12.5%

$30k+
Early funding Optio secured after its new brand

EXPERIENCE

CTGR Childcare Development Program · Goshute tribal program
Mar 2026 – Present

Lead Designer & Developer

- Designed and built a childcare assistance platform with three connected parts: a **public website, a family portal and a staff portal**
- Built a multi-step pre-eligibility checker using official Utah income limits, so families know if they likely qualify before applying
- Wrote a plain-language cost and services summary for the council's legal and administrative reviewers that **won approval for full development**

CONCURRENT CONTRACTS

Zion Forge · Provo, UT · Hybrid
Jan 2025 – Feb 2026

Designer & Developer (Contract, part-time)

- Brand, pitch and product design for 7+ startups in a venture studio; rebranded the studio and built a reusable pitch-deck template for founders
- Optio: new brand and a 14-page app redesign in 25 hours; the company raised $30k+ in early funding after the rebrand

Brand USA · Washington, D.C. · Remote
Mar 2025 – Nov 2025

Senior Coordinator, Branding & Design (Temporary Contract)

- Redesigned a U.S. road map for Australian travel sellers, **20,000 units reordered after first print run**
- Designed the ILTM trade-show booth and the Travel Week 2025 website and social style

Ruck · Provo, UT · Remote
Jul 2024 – Nov 2024

Product Designer (Temporary Contract)

- Redesigned 20+ driver-app screens for clearer hierarchy and accessibility, and trained developers on WCAG so the changes shipped within a month
- Designed the email program, lifting open rates **from 0.5% to 12.5%**

Kota Solar · KOTA Energy Group · Remote
Apr 2023 – Jun 2024

Principal Designer & Developer

- Audited and rebuilt the company's web apps, cutting hosting from $120k+ to $600 a year
- Built a 400+ page training platform for new sales reps in 6 months
- Moved print to Canva templates so managers could make routine materials themselves

Blip · Orem, UT · Hybrid
Dec 2020 – Mar 2023

Principal Billboard Designer

- Shipped **1,800+ billboard designs** for clients like Chevron and Goodyear
- Cut client contact points from 12 to 3 and led a contractor team through the new processes

EARLIER EXPERIENCE

Graphic Designer, DentalQore (2020) · **Graphic Design Intern**, Blip (2020)

SKILLS & TOOLS

Product & UX design
Figma, prototyping, user flows, WCAG accessibility, Adobe XD

Front-end & web build
React, HTML, CSS, JavaScript, WordPress/Elementor, Supabase, Vercel, GitHub

Brand & visual systems
Illustrator, Photoshop, InDesign, After Effects, Lightroom, Canva, templates, guidelines

AI-assisted workflow
Claude, ChatGPT, Midjourney, UX Pilot

EDUCATION

Utah Valley University
Associate's in Web Design User Experience Design
2020 – 2024

Brigham Young University
Animation and Computer Science coursework
2016 – 2019

OUTSIDE WORK

Pencil sketching and digital painting. Wedding, portrait and event photography.