

Mari KW

Graphic Designer

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marikw.com

Graphic Designer with 3+ years building scalable design systems across lifecycle, product, and brand. Transforming complex, multi-touchpoint experiences into clean, modular frameworks that bring clarity, consistency, and precision to every channel.

SKILLS & TOOLS

Skills: Design Systems • Lifecycle Marketing • Email Marketing • Product UI • A/B Testing & Optimization • Branding

Tools: Figma • Adobe Creative Suite (Photoshop, InDesign & Illustrator)

EXPERIENCE

Graphic Designer, Lifecycle & Product

Hydrow, Inc. | Boston, MA | Jan 2024 - Jan 2026

- Led creative direction for all member-facing touchpoints in partnership with the SVP of Member Services, spanning the full member journey from onboarding through re-engagement.
- Redesigned browse, cart, and checkout abandonment journeys, consolidating 180+ emails into a 15-template system that reduced production time by 50%+ and increased conversion.
- Partnered with creative directors on brand refresh initiatives across all channels, updating assets and developing scalable systems to maintain consistency as the brand evolved.
- Designed campaign creative for product launches across email, paid media (Meta, Google, Criteo), OOH, and direct mail, driving measurable lifts in sales, engagement, and conversion.
- Partnered with marketing, product, and data teams to run A/B tests and optimize creative, improving performance across key touchpoints.
- Designed in-product UI elements, including member-facing badging, workout thumbnails, and promotional surfaces, improving usability, consistency, and overall user experience.
- Leveraged Adobe AI tools to manipulate and enhance imagery across campaigns, accelerating production workflows and expanding creative possibilities.

Graphic Design Intern

Hydrow, Inc. | Boston, MA | Aug 2023 - Dec 2023

- Executed cross-channel campaign assets across email, social, and paid media (Meta, Google, Criteo), supporting full campaign lifecycles from concept through delivery.
- Collaborated cross-functionally with marketing, product, and content teams to translate performance insights into creative decisions.
- Expanded design systems across digital, print, and in-product experiences, ensuring consistency across multi-touchpoint campaigns and supporting cross-team alignment.

Design Associate

Town Farm Tonics | Remote | 2021

- Conducted customer interviews to inform brand direction and build a foundation in user-centered design.
- Designed brand assets across digital and print, creating a cohesive visual identity.

EDUCATION

Emerson College, Boston, MA

Bachelor of Science, Marketing, 2022