

KATIA PEMBAYUN

KPEMBAYUN.DESIGN

KPEMBAYUN@GMAIL.COM

571.276.7212

ABOUT

I'm a multidisciplinary designer with a background in motion design, video editing, graphic design, and illustration. I blend my skills with creative strategy to help craft narratives for brands in the physical and digital space.

I crave growth — always. The discomfort of jumping into a new role, learning new tools, and developing new skills is something I search for when I join new teams or work with my clients. I never dare to say I've honed my craft to perfection (even if I've tried), because I always seek to evolve my work through each project and challenge.

SKILLSET

UI/UX Design

Motion Design

Video Editing

Branding

Print

Presentation Design

Illustration

Art Direction

PROGRAMS

Claude

Cursor

Figma

After Effects

Illustrator

Premiere

InDesign

BRANDS

Meta

Microsoft

Nike

ramp

Datagrid

Calvert Impact

Airbyte

augment code

EDC.ORG

...and dozens more.

EXPERIENCE

Marketing Designer

GrowthX AI | San Francisco (Remote)

July 2025 — Present

Shaping brand expression and driving content at scale for a B2B SaaS platform serving 60+ clients. Equal parts brand steward, creative systems thinker, and client collaborator.

- Lead internal brand development — designing, managing and evolving the company's visual identity, marketing campaigns, paid ads, and motion graphics end-to-end.
- Architect and Art Direct AI-powered image generation workflows on GrowthXAI's proprietary platform, enabling high-volume, on-brand content production across a portfolio of 60+ client accounts — including Ramp, Airbyte, Hex, Augment Code, and Datagrid
- QA and design oversight on internal platform/product, providing feedback and suggestions on future implementations of product for team and client usage.
- Partner directly with managing editors, project managers and clients to understand creative needs, present work, and translate brand goals into scalable visual solutions

Freelance Senior Designer

KPDesign

May 2021 — Present

Art direction and design for global brands across consumer tech, lifestyle, and CPG — executed through agency partnerships with clients including Meta, Ray-Ban Meta, Oakley, Seventh Generation, and Rate. Travel on-site to major brand events for live creative support, including editing, production direction, and talent and logistics coordination at activations such as Meta Connect and Fanatics Fest.

Senior Interactive Designer

Artemis Ward | Washington, DC (Hybrid)

August 2024 — June 2025

Led day-to-day design production on multiple client accounts, including Artemis Ward & Lantana marketing efforts. Works both independently and collaboratively with a team of art directors, creative strategists and copywriters to concept and develop digital content such as social videos, anthem videos, motion graphics, campaign display advertisements, and presentations. Current and past key clients and roles include:

- Meta, Meta Quest, and Ray-Ban Meta:** Lead graphic and motion designer and video editor. Developed social-first videos and motion infographics to promote products. On-the-ground support for events such as Meta Connect 2023/2024, and Gaming Showcase.
- Microsoft:** Lead graphic and motion designer for internal brand campaigns, led internal brand refresh to promote Microsoft sustainability efforts.

KATIA PEMBAYUN

KPEMBAYUN.DESIGN

KPEMBAYUN@GMAIL.COM

571.276.7212

ABOUT

I'm a multidisciplinary designer with a background in motion design, video editing, graphic design, and illustration. I blend my skills with creative strategy to help craft narratives for brands in the physical and digital space.

I crave growth — always. The discomfort of jumping into a new role, learning new tools, and developing new skills is something I search for when I join new teams or work with my clients. I never dare to say I've honed my craft to perfection (even if I've tried), because I always seek to evolve my work through each project and challenge.

SKILLSET

UI/UX Design

Motion Design

Video Editing

Branding

Print

Presentation Design

Illustration

Art Direction

PROGRAMS

Claude

Cursor

Figma

After Effects

Illustrator

Premiere

InDesign

BRANDS

 Meta  Microsoft  ramp  Datagrid

 Calvert Impact  Airbyte  augment code  EDC.ORG

...and dozens more.

EXPERIENCE

Interactive Designer

Artemis Ward | Washington, DC (Hybrid)

August 2022 — August 2024

Led motion design efforts and worked collaboratively on several client accounts to design digital event assets, paid media advertising, socialfirst videos and long-form anthem videos. Key clients and roles included:

- ↳ **Calvert Impact Capital:** Led video post-production and motion design for a long-form anthem video to promote the Cut Carbon Note.
- ↳ **Education Development Center:** Art directed and animated an anthem video for the Our World, Our Work campaign.
- ↳ **PhRMA:** Led day-to-day design production, developed animated infographics, paid media content, and long-form videos to promote workforce initiative programs.
- ↳ **Nike Basketball:** Supported the Nike Basketball and Sneakers team by editing videos for social content and developing a playbook.

Associate Interactive Designer

Artemis Ward | Washington, DC (Hybrid)

August 2021 — August 2022

Collaborated cross-functionally on several client accounts and developed paid media and organic content for clients such as PhRMA, Microsoft, Critical Exposure, and more.

Lead Graphic Designer

ProResource, Inc. | Fairfax, VA (Remote)

April 2020 — August 2021

Managed and created company wide design assets for several clients — including developing digital ads for paid media, editorial illustrations, blog graphics, LinkedIn visual assets, UI/UX design for website refreshes, as well as designed ebooks and printed books. Clients include:

Marketing and Graphic Design Intern

George Mason University | Fairfax, VA (Remote)

June 2020 — August 2020

Originally developed as a course initiative, created a winning proposal for a creative campaign telling the human stories behind George Mason University's Wilkins Plaza — the Enslaved People of George Mason Memorial. Selected as one of two students to extend the work beyond the classroom, collaborating with the university's marketing director to execute campaign assets and manage deliverables.