



## Skills

Brand Identity

Illustration

Animation

Motion Graphics

Web Design

Editorial Design

Project Management

Team Leadership

## Tools

Adobe Creative Suite

Microsoft 365

Figma

Procreate

HTML/CSS

## Certifications

200 HR  
Ashtanga Teaching  
Certificate

200 HR  
Yoga Teacher  
Certificate

## Find Me

 [linkedin.com/in/  
kalicoogan](https://www.linkedin.com/in/kalicoogan)

 [@groovncoogan](https://www.instagram.com/groovncoogan)

# Kali Coogan

Designer | Illustrator | Animator

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## Experience

### Dunham

Brand Strategist • 2025 – 2026

Graphic Design Associate • 2024 – 2025

- Rebranded Dunham and two sister companies as a team of two, creating a unified logo system, color palette and brand guidelines alongside daily design work
- Project-managed and led design for Women of the Golden Rock, a turnkey marketing program for financial advisors: managed a team of four, illustrated the campaign, and designed print, web and four event packages
- Helped design the new Dunham website and animated the brand's logo suite
- Designed presentations, sales literature, factsheets and event graphics, keeping three brands consistent through strict compliance review

### Freelance

Designer & Illustrator • 2021 – Present

- Design brand identities, logos, illustrations and websites for small businesses
- Kritter Catchers: built a raccoon-led brand identity, apparel and signage still in use; the client returned for a 2026 apparel refresh
- KAWmedy Entertainment: designed a brand identity and a 13-page website with mobile and dark-mode versions

### Titan Communications

Graphics Artist & Animator • 2022 – 2023

- Created 2D and 3D graphics and animation for new and existing broadcast productions
- Ran on-air graphics during live-to-tape studio productions

### Josh at the Movies

Graphic Designer (Intern) • 2023 – 2024

- Designed and resized movie posters for review content across platforms, and wrote film reviews for publication

## Education

### California State University, Fullerton

BFA Graphic and Interactive Design • 2023

### Palomar College

Certificate of Proficiency in Digital Animation, Compositing & Music • 2020

AA Psychology • 2019