

# Owen Klee

## Industrial Designer | Brand Designer

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### Summary

Design professional with a background in industrial design, brand strategy, and marketing, specializing in creating engaging products and experiences for consumer, sporting, and toy markets. Experienced in translating research and insights into cohesive product designs, campaigns, and brand identities. Collaborative and creative, with a proven ability to develop concepts that resonate with audiences and deliver impactful experiences across physical and digital platforms.

### Skills

- 3D Design & Visualization: KeyShot, Fusion 360, SolidWorks, 3D Printing
- Graphic & Digital Design: Adobe Photoshop, Illustrator, InDesign, Figma
- Web & Marketing: WIX, Squarespace, Shopify, Meta Ads, Google Ads, Canva
- Collaboration & Productivity: Google Apps, Miro

### Experience

08/2024 - 08/2025

Issaquah, WA

#### Lil' Kickers Assistant Coordinator

##### Arena Sports

- Implemented a new process to increase customer touchpoints for Free Trial participants, improving engagement while streamlining administrative tasks.
- Enhanced and customized an existing Google Apps Script to expand functionality and improve usability, creating a more seamless experience for team members.
- Coordinated and designed campaign materials for a Summer Awareness initiative, boosting enrollment in seasonal programs.

03/2025 - 08/2025

Bothell, WA

#### Brand Designer

##### Rivalry Digital Media

- Collaborated with the founder to define a brand identity emphasizing simplicity, consistency, and recognizable art direction.
- Designed and delivered visual assets for social media that balanced clarity of information with brand cohesion, increasing audience engagement.
- Developed comprehensive brand guidelines tailored to the target market, establishing standards for typography, color, and visual direction to ensure consistency across platforms.

02/2025 - 09/2025

Kirkland, WA

#### Digital Marketer

##### Volunteer Role with Tennis Outreach Programs - TOPs

- Developed and executed a "Back to School" campaign promoting September enrollments through event design, printed flyers, in-house monitor slides, and social media graphics.
- Supported content production, managing models and ensuring all visual assets reinforced the updated brand identity across digital and print channels.

**01/2024 - 05/2024**

Tempe, AZ

## **Art Director**

**adworks**

- Contributed to a Tide campaign for the National Student Advertising Competition, earning 2nd place in the Southwest region.
- Applied the design thinking process to ensure creative tactics aligned with the campaign strategy and adhered to brand guidelines.
- Designed and visualized immersive experiences and exhibits, communicating scientific benefits and reinforcing the campaign's objectives for attendees.

**06/2023 - 08/2023**

Tacoma, WA

## **Design Intern**

**UW Tacoma**

- Created attention-grabbing visuals and advertisements for courses, enhancing engagement and communication.
- Developed documents and design standards to maintain brand cohesion and support consistent application of graphic design principles.

**05/2023 - Present**

Bothell, WA

## **Freelance Designer**

**OPKLEE Design**

- Designed logos and merchandise for the largest youth soccer tournament in Washington, ensuring alignment with client objectives.
- Collaborated with clients to meet project goals, incorporating feedback and delivering on contract specifications.

**03/2023 - 04/2023**

Gilbert, AZ

## **CNC Operator**

**Jagged Metal Works**

- Operated and maintained mills and lathes to produce customer orders with precision and consistency.
- Inspected and finished parts manually to ensure quality standards and manufacturing accuracy.

## **Education**

**08/2020 - 05/2024**

Tempe, AZ

## **Arizona State University**

**Bachelors of Science in Design - Industrial Design**

- Dean's List - All Semesters Fall 2020 - Spring 2024
- Design Excellence Award Fall 2023
- Selected Project Awards (3) Spring 2024

## **Certifications**

**Issued: 10/8/2024**

Valid Until : 10/8/2026

## **Adult and Pediatric First Aid/CPR/AED**

American Red Cross Training Services - Conducted by : Arena Sports

**Issued: 05/1/2024**

## **Digital Marketing Program**

Arizona State University