

Nathan Saunders

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Summary+

Brand designer with five years of experience, four in B2B SaaS. I ship end-to-end work across web, email, social, and events, with a web development background that keeps things production-minded and an AI-native process that moves faster without dropping craft.

Core Skills+

Creative Thinking

Curious by default. Pulls from art, photography, and the world outside design to find ideas the brief wouldn't get to on its own.

Brand Systems & Identity

Builds and extends visual identity across web, email, social, and events.

Campaign Design

Ships marketing campaigns end-to-end, from first concept to final asset. Comfortable across digital, email, print, and event.

AI-Native Process

Integrates AI tools into concepting, iteration, and production. Explore more directions, ship faster, sharpen the final cut.

Web Design & Front-End Literacy

Designs and builds in Webflow, Framer, and WordPress. Working in HTML, CSS, and JavaScript.

Motion & Interaction

SVG animation, micro-interactions, and motion for email and web.

Cross-Functional Collaboration

Works closely with marketing, product, and leadership. Comfortable in the room where decisions get made, not just where the work gets executed.

Technical Skills+

Figma, Adobe Creative Suite (Illustrator, Photoshop, InDesign, After Effects, Premiere Pro), Webflow, Framer, WordPress, HTML, CSS, JavaScript, Spline, Cavalry, Claude, Midjourney, ChatGPT, Runway, Jitter.

Education+

Ontario College Diploma

Interactive Media Design Algonquin College (2020-2022)

Experience+

Brand Designer

Knak Nov 2022 – Apr 2026

Brand and marketing design across web, email, social, events, and integrated campaigns. Worked end-to-end with marketing, product, and engineering. Contributed to the company's growth from \$5M to \$20M ARR.

- Designed 20+ landing pages and shipped campaigns across digital and physical channels: email, paid social, event collateral
- Updated branding and redesigned entire website to modernize the company's brand to stand out against competitors and establish company as industry leader
- Overhauled the email design system and designed 40+ emails for campaigns, lifecycle, and product launches
- Designed event branding and assets for webinars driving 500+ registrants, plus conferences and customer programs
- Evolved the visual identity system and kept it consistent across every customer touchpoint
- Produced motion and video for launches, campaigns, and social
- Contributed to the design system and component library, scaling assets for the marketing team
- Integrated AI tools into the workflow to speed ideation and iteration

Freelance Designer

Brandspot (client: Tactix) Sept 2024 – Mar 2025

Partnered with Brandspot to shape a brand identity from the ground up.

- Developed brand language
- Ideated and collaborated on Logo design
- Designed web experiences
- Built a custom icon library to round out the visual system

Marketing Developer

Knak - 4 month Co-op Jan 2022 – April 2022

Four-month co-op designing and building web pages for the company site, working alongside the marketing and design teams.

- Designed pages in Figma to WCAG 2.1 AA accessibility and usability standards
- Built pages with HTML, CSS, and JavaScript
- Collaborated with designers and developers to take pages from concept to live
- Worked directly with project stakeholders to gather requirements, share progress, and incorporate feedback through each round
- Tested across browsers and devices to make sure pages held up in production