

Kaeli Warde-Sandoval

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Education

- May 2017 – Bachelor of Fine Arts in Communication Design
- Texas State University, San Marcos, TX
- Awarded “Best Design” in 2017 Smart Cities Hackathon

Professional Experience: UBEO Business Services: February 2017 - Present

Over the past 8 years at UBEO, I've grown from an intern to a design leader, helping shape the brand's creative identity and marketing strategy through hands-on design, cross-functional collaboration, and strategic creative direction. I've led high-impact initiatives across print, digital, and environmental branding—all while staying grounded in thoughtful, purpose-driven design.

Creative Supervisor - July 2023 – Present

As a hands-on design lead, I guide the creative output for a national B2B brand, balancing concepting with execution. I mentor a senior designer, direct creative strategy, and collaborate cross-functionally to bring high-level campaigns to life.

- Lead design and creative direction across campaigns, brand initiatives, and national events
- Partner with internal teams to ensure creative solutions are aligned, on-brand, and effective
- Drive the visual execution of rebrands, overseeing everything from signage to fleet graphics
- Shape UBEO's event presence through digital campaigns, environmental design, and cohesive visual systems
- Provide feedback, direction, and leadership to ensure high-quality creative work
- Collaborate with project managers to keep timelines and deliverables on track

Lead Designer + Marketing Strategist - June 2020 – July 2023

In this hybrid creative/strategic role, I evolved UBEO's visual identity and partnered in the development of marketing tools, events, and campaigns that supported sales and brand growth.

- Refreshed UBEO's visual style and applied it across web, email, print, and digital platforms
- Partnered with marketing and dev teams to launch an optimized, conversion-focused website
- Co-created UBEO's internal intranet, improving UX and increasing employee engagement
- Designed modular email templates to boost click-through and open rates
- Led event creative for 20+ branch locations, including signage, promotion, and booth design
- Developed company “event kits” to streamline event planning and brand cohesion
- Directed rebranding efforts for acquisitions, covering collateral, signage, and fleet design
- Presented new creative initiatives internally and externally to encourage adoption and engagement

Designer + Brand Strategist - June 2017 – June 2020

As Marketing + Brand Strategist, I helped shape UBEO's identity through purposeful design and cohesive branding across digital and print channels.

- Designed visual assets for digital, print, and social that aligned with campaign goals
- Built and updated website pages to support marketing and lead gen efforts
- Created campaign concepts and visuals, including pandemic-era messaging
- Designed tailored sales support materials to enhance outreach and conversions
- Supported design transitions and updates for newly acquired organizations

Design Intern - February 2017 – June 2017

Joined UBEO during a pivotal rebrand and helped implement a unified design system across all touchpoints.

- Created cohesive assets during the transition from DOCUmentation to UBEO
- Redesigned print and digital collateral in line with the new brand
- Assisted with internal collateral production and fulfillment
- Gained early experience in brand systems, design tools, and agile creative workflows

Skill Sets:

Technical, Design & Creative Tools

Adobe Creative Suite: Proficient in InDesign, Illustrator and Photoshop; Experienced in Premiere and AfterEffects.

SharePoint: Designed and launched company intranet with departmental mega-menu restructuring through cross-team collaboration.

HubSpot: Skilled in marketing automation, email campaigns, landing pages, CMS, HubDB, and workflows.

Project Management & Collaboration

Asana: Proficient in project management, tracking, team communication, and reporting

Vendor Management: Skilled in sourcing and managing relationships with vendors for print, signage, vehicle branding, and outsourced marketing agencies.

Strategic Planning: Skilled in leading in large-scale projects and rebranding efforts with a focus on timely execution and effective resource management.

Collaboration: Effective communicator, working with executives, sales teams, and cross-departmental teams to drive collaboration, feedback and alignment toward company goals and initiatives.

Strong presentation skills: Experienced in leading webinars, client-facing presentations and internal event launches.

Exceptional Organizational Skills: Effective in process documentation, team coordination, and managing multiple projects simultaneously.

UX/UI & Analytics

Design & UX/UI: Experienced in website and email UX/UI enhancements based on user behavior, feedback and analytics.