

Cotter Koopman

Summary

Multidisciplinary Designer with a strong foundation in both design and development, bridging creative direction and technical execution. I have hands-on experience in visual identity, print and web design, responsive development, data visualization, and multi-media interaction. I enjoy translating strategy into clear, cohesive, and technically informed visual solutions across mediums, from concept through production.

Experience

Freelance Designer

Studio and Independent Client Contracts *SEPTEMBER 2025 - PRESENT*

- Specializing in experiential graphic design, including material touchpoints like packaging, signage, and merchandise.
- Partnering with independent clients to envision and execute long-term advertising and capital campaigns across print, web, and social media.
- Contracting with Well Design Studio in interactive web design and development and UI/UX design.

Creative Director

Kynda *MAY 2018 - PRESENT*

- Led visual identity, packaging, print, web, and experiential design for 50+ consumer, nonprofit, and commercial clients for impactful brand experiences across a variety of mediums.
- Progressed from Design Intern to Graphic and Web Designer to Creative Director, evolving from graphics production to design lead, overseeing brand strategy, execution, and direct management of another designer.
- Delivered flexible brand systems across packaging, responsive websites, environmental graphics, and branded marketing collateral through close cross-functional collaboration.

Software Developer

DataWise Consulting LLC *MAY 2018 - SEPTEMBER 2018*

- Developed and tested a Python library to extract and structure survey data for use in data analysis, visualization, and data-driven storytelling.
- Supported technical and visual communication in social science research.

Head Layout Editor

Dialogue Creative Arts Journal *AUGUST 2017 - MAY 2018*

- Led print layout design and production for semesterly publications, developing cohesive layout systems for diverse student artwork and writing.
- Collaborated with editorial leadership on art direction and visual standards.

Contact

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Skills

Experiential Design

Exhibition Design, Wayfinding Systems, Signage, Environmental Graphics, Brand Activations, Interactive Multimedia

Web & Digital Design

Web Design, Responsive Design, Interaction Design, UI/UX Design

Graphic Design

Branding and Logos, Digital Advertising, Print Layout, Data Visualization, Design Systems, Packaging Design, Print Production

Tools & Platforms

Figma, Adobe Creative Suite (InDesign, Illustrator, Photoshop), Canva, WordPress, Elementor, TouchDesigner

Development & Technical

HTML, CSS, JavaScript, Python

Professional Skills

Creative Direction, Cross-Functional Collaboration, Project Management, Attention to Detail, Human-Centered Design

Education

Calvin University

Bachelor's in Computer Science
Concentrations in Graphic Design, Computer Graphics