

# THADDEUS KILO

PRODUCT, MARKETING AND BRAND DESIGNER

+1.301.273.8995

thaddeuskilo@gmail.com

PORTFOLIO: thaddeuskilo.design

Dear Hiring Manager,

I'm Thaddeus Kilo, an innovator in digital design since 2002, shaping design narratives for diverse clients, including Thomson Reuters and the White House Office of Science and Technology Policy. My recent leadership at Google spearheaded a design team to redefine brand identities, enhancing accessibility and inclusivity, and developing a global program to capture and showcase images of Googlers at work on a global scale.

My portfolio spans across innovative web and mobile experiences, distinct logos and comprehensive branding solutions, including print design, such as engaging trade show art and corporate reports. I am an expert in Adobe Creative Suite, Figma, and various CMS, including Wordpress, Hybris and Magento.

In short, I can effectively bring a blend of creativity and technical prowess, eager to contribute my leadership skills to your team.

Sincerely,

Thaddeus Kilo

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## PROFILE

Marketing creative and brand systems designer with 15+ years building color libraries, style guides, and cross-channel brand materials at Google, Rexel, and OSTP at federal scale. Designer for Google People Ops—internal rebrand touch-points, accessibility-forward guidelines, and global media libraries. Shipped accessibility color tooling via weableColor (Figma + VS Code). Comfortable partnering with stakeholders, translating RGB/HEX into print, digital, and environmental applications, and redesigning collateral from ads and sales kits to swag and uniforms.

## EXPERIENCE

- FOUNDER**  
2023 - PRESENT
- WEABLE COLOR – PRODUCT & BRAND DESIGN - ARLINGTON, TEXAS**  
Built weableColor—a live color library engine (RGB, HEX, WCAG + APCA) with Figma plugin, VS Code extension, and weable.pro documentation. Owned end-to-end brand and product design: style patterns, marketing surfaces, and designer-ready export workflows for contrast audits. 900+ VS Code marketplace downloads; Figma Plugin Community launch in progress.
- DESIGN MENTOR**  
2022 - PRESENT
- PRO BONO / CONSULTING – DALLAS, TEXAS**  
Developed a mentorship program for early-career designers and developers, teaching user experience design, project management, and client relationship skills. I create and lead mock projects and peer reviews, currently empowering 6 mentees to excel and innovate.
- HEAD DESIGNER**  
2020 - 2022
- GOOGLE – MOUNTAIN VIEW, CALIFORNIA**  
As the brand design leader I championed accessibility, diversity, and inclusion at Google, and led design teams in crafting content experiences that are timely, trusted, and universally accessible, ensuring every communication reflects Google's core values of inclusivity and brand integrity for a diverse global workforce.
- NOTABLE PROJECTS**
  - Partnered with HR, comms, and vendor teams on stakeholder reviews and project launches, including designing and launching the My Google and goManagers portals, connecting Googlers and managers with resources to personalize their careers. And, delivered UI for the annual Googlegeist surveys.
  - During COVID, designed Remote Noogler Orientation, enhancing Noogler integration; hybrid-work launch site and collateral, enabling Googler to elect where to work during pandemic. And created the visionary Googler Media Library, showcasing diverse images and videos of Googlers at work, beginning with the COVID-inspired WFH Media Library.
  - Published People Ops Accessibility Guidelines—brand integrity and inclusive design for internal marketing creative.
- NOTARIETY**
  - 16+ awards in less than 3 years for design and accessibility leadership.
- BRAND DESIGNER**  
2019 - 2020
- GOOGLE – MOUNTAIN VIEW, CALIFORNIA**  
My efforts support creating timely, trusted, and useful content experiences for Googlers and managing brand and accessibility guidelines. Ensuring all internal communications are on-brand, accessible, and inclusive.
- NOTABLE PROJECTS**  
Launched People Ops Accessibility Guidelines (for Googlers and Vendors), designed the xWS and Workforce Pro logos, created and launched the first WFH Media Library — a dynamic collection of Googler-submitted images showcasing life at home during the COVID pandemic.

**UX LEAD / SR.  
VISUAL DESIGNER**  
2015 - 2019

● **REXEL – PARIS, FRANCE / DALLAS, TEXAS**

At Rexel, I drove the visual evolution of our 50+ brands, advancing our [eCommerce presences](#) with Hybris technology and fully-responsive design. I led UX, web, and mobile teams, driving innovations that enhanced user engagement and experience across platforms.

**WEB & VISUAL  
COMMUNICATIONS  
DEVELOPER**  
2011 - 2014

● **USGCRP / WHITE HOUSE OFFICE OF SCIENCE & TECHNOLOGY POLICY – WASHINGTON, DC.**

Spearheaded the redesign of the [primary website](#), introducing a revolutionary, interactive e-commerce platform, and redefined our corporate identity with a new logo and branding suite. Also crafted the visual narrative for pivotal reports to Congress: [Our Changing Planet](#) and the *10-year National Global Change Research Program Strategic Plan*.

**WEB/GRAPHIC  
DESIGNER**  
2007 - 2010

● **CHICAGO DEPT. OF PUBLIC HEALTH – CHICAGO, ILLINOIS**

Led a transformative rebranding for the Chicago Black Gay Men's Caucus, enhancing their web presence and community engagement. Delivered a holistic digital strategy, including website overhaul, vibrant event flyers, and distinctive logo design, amplifying visibility and impact.

## CONSULTING

**CREATIVE DIRECTOR  
/ VISUAL DESIGNER**  
2012 - 2017

● **AQUENT | CREATIVE CIRCLE – DALLAS, TEXAS / WASHINGTON, DC.**

Managed the design of multi-media product development for graphic, print, and web apps across diverse sectors, including private, government, and non-profit, on a global scale.

**WEBMASTER**  
2013 - 2014

● **REUTERS / THOMSON REUTERS – CARROLLTON, TEXAS**

Delivered a transformative migration to WordPress, enhancing UX/UI design, overseeing web assets, boosting traffic, and integrating graphics with HTML/CSS, optimizing user experience.

**VISUAL  
COMMUNICATIONS  
DEVELOPER**  
2012 - 2013

● **THE UNIVERSITY OF CHICAGO – CHICAGO, ILLINOIS**

Crafted compelling marketing materials for the University of Chicago's Fuel Program, covering print and digital realms—with a focus on brand elevation and audience engagement.

## EDUCATION

**ACADEMY OF DESIGN, IL**

Associate of Applied Sciences in Visual Communications, 2010

**MASSACHUSETTS INSTITUTE OF TECHNOLOGY (MIT)**

Credential - [Virtual Reality and Augmented Reality Design](#), 2022

Certified in XR technologies, blending foundational knowledge with user-focused design. Skilled in conceptualizing XR systems, communicating ideas to developers, and advising clients and stakeholders. Empowered to drive innovation and enhance user experiences through advanced XR solutions.

## SKILLS

**BRANDING & USER EXPERIENCE DESIGN**

Leading design teams  
Color libraries · RGB/HEX · print & digital specs · brand style guides · sales & marketing collateral · ads · corporate swag · environmental mockups · Figma · Adobe Creative Suite · HTML/CSS · Accessibility (WCAG, APCA) · stakeholder reviews · WordPress · Hybris

**AI DESIGN & DEVELOPMENT (2024-PRESENT)**

· AI-accelerated brand and product design—from style patterns to production-ready digital assets  
· Figma-first workflows with plugin and VS Code extension delivery for designers and developers  
· Design systems & color libraries with accessibility baked in (WCAG, APCA)  
· Rapid iteration on collateral, case studies and internal/external marketing materials using AI pair-design  
· Comfortable directing AI tools for layout exploration, copy refinement, asset variation, and QA—not replacing craft, speeding ship.



U.S. Global Change Research Program  
White House Office of Science and Technology Policy

August 6<sup>th</sup>, 2014

To Whom It May Concern:

I am writing this letter to inform you of my wholehearted recommendation of Mr. Thaddeus Kilo for any and all work involving graphic art and web development including web-based communications. Thaddeus has demonstrated a solid field of expertise within these disciplines such that guidance necessary to formulate, execute and achieve related tasks has been minimal and output related to these tasks has been of extraordinarily high quality.

Most importantly, however, has been Thaddeus' professionalism and super-positive demeanor. Thaddeus is always constructive in his interactions with leadership and peers within my office. He never appears to be flustered or overwhelmed by any tasks, and he is always thinking of exciting new and creative solutions to problems. Simply put, Thaddeus is one to ask "why not?" rather than "why?"

I greatly regret the fact that our contract with Thaddeus has expired and that we no longer have the resources to support his talents. Our loss in my Program will be your gain if you choose to hire him.

Please feel free to contact me if you would like to discuss Mr. Kilo further.

Sincerely,  
Thomas R. Armstrong, PhD  
Executive Director  
U.S. Global Change Research Program  
White House Office of Science and Technology Policy  
Executive Office of the President  
Washington, DC