

**Kaila Piepkow**

**Hi, I am Kaila Piepkow.**

Brand Lover & Dog Mother

# Bio

Kaila Piepkow has been equal parts obsessed with dogs and design since... well, forever. Since graduating from Ferris State University with a degree in Graphic Design, Kaila has taken the design world by storm with her “drool-worthy” designs and paw-some brands she creates. She instinctively knows how to uncover a businesses brand story and effectively communicate it with their target audience through unique, on-brand design. She is a strong believer in how #droolworthy branding can add an extra layer of legitimacy to businesses and take them to next level of success.

After graduation Kaila was hired on full-time at Peopledesign in Grand Rapids, MI, an award-winning agency where she was able to hone her craft working under nationally recognized designers.

She has over five years of professional design experience under her belt—from corporate environments to small design shops and, at the young age of 23, starting her own graphic design business Dox Design, a studio that specializes in the pet industry, which serves as her main venture today.

Since Kaila’s debut as an entrepreneur, she has earned respect well beyond the Grand Rapids community as a reputable designer across many industries, but especially in the pet world. Outside of excelling in the design and branding space, Kaila has taken her expertise and applied it to other ventures as a way to share her love for design and the creative community. Volunteering as Host for the Grand Rapids Creative Mornings chapter and serving as a Graphic Design Instructor to inspire future designers.

And when Kaila isn’t behind the screen, you can find her walking Finley and Ferb in Downtown Grand Rapids with her husband Jordan, or sitting on the porch of Founder’s enjoying a Nitro Rubaeus.



## Past Talks

Branding and Packaging For Your Product Company  
*Ultimate Product Party*

#Droolworthy Branding For Your Biz  
*Whizbang! Retail Summit*

Branding For Your Pet Biz  
*PSI Conference*

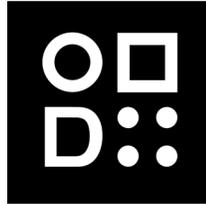
Designing For Tradeshows 101  
*American Pet Professionals*

Branding Like a Boss: How to Grow Your Brand With Design  
*Pet Boss Nation*

The Impact of Successful Branding: And How To Master it  
*Pet Marketing Unleashed*

**dox.design**

# Featured On



**View The Podcasts Here**  
(Click to view)

[Pet Sitter Confessional](#)

[Pet Boss Nation: Boss Your Business](#)

[Wear Wag Repeat](#)

[Side Hustle School](#)

[Amazon This Is Small Business](#)

[Product Biz Academy](#)

**dox.design**

## The #facts

**10,000**  
Monthly Web View  
for dox.design

**369K**  
Monthly Pinterest Views

**8.3K**  
Instagram Followers

**200+**  
Brands Designed

**30**  
Classes Taught

**3**  
Dachshunds Owned

**2**  
Keynote Talks