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Karolyn Kay
 VISUAL DESIGNER

Fortune 500 Graphic Designer with a diverse range of Enterprise Communication Design and Marketing Design experience. Supportive & adaptive team player. In-house and agency background. Experience in a wide variety of industries including tech, entertainment, law, pharmaceutical, finance, medi-beauty, fashion, restaurants, agriculture. Completed Fortune design contracts from 2021-2024. My track record with world class teams is a valuable asset for any organization seeking to elevate its brand messaging.

For Fun: Concerts, art, traveling, museums, exploring the great outdoors of the west coast!

Brand Highlights: Experian, Hulu, Samsung, Circle K, American Express, Dolby, Digital Realty, Vitality Institute

SKILLS

Specialization

Marketing Design, Branded Reports, Presentations, White Papers, Infographics, Illustration

Creative Software

Photoshop
 Illustrator
 InDesign
 Figma

Digital Publishing

Powerpoint
 Shopify
 Wordpress
 Google Slides

Design

Graphic Design
 Data Visualization
 Print Design
 Illustration

Media

Photography
 Advanced Photo Editing
 Midjourney
 AI Applications

Productivity

Google Workspace
 ChatGPT

Extracurriculars

AI Art & Animation
 Multimedia Graphic Novel

EDUCATION

CONCEPT DESIGN ACADEMY

Pasadena, CA
 3D Modelling, 2012

ART CENTER COLLEGE OF DESIGN

South Campus, Pasadena, CA / Mazda USA, Irvine, CA
 Fashion Illustration, Fall/Winter 2012
 Visual Communication, Summer 2010
 Transportation Design, Fall/Winter 2008

SPOTCOLOR INSTITUTE OF ART & DESIGN

Irvine, CA
 Industrial Design, 2006 - 2008

EXPERIENCE

KAROLYN KAY DESIGN Nationwide

Designer (Freelance) April 2014 - Present

Print & digital design generalist, enterprise report & presentation design specialist. Recent clients: Houlihan Lokey (Investments, Century City, Q3-Q4 2023), Evolus (Pharmaceutical, Newport Beach, Q1 2024), Real estate client (Q3 2024)

EXPERIAN Costa Mesa, CA

Communications Designer (Contractor), Feb 2024 - May 2024

Designer for a global credit data/SAAS provider. Assisted on Q1-Q2 industry events including Vision 2024 and FDX Global Summit, proposals for clients including Citi and Amazon. Created icons and layouts for content library.

HULU Santa Monica, CA

Graphic / Presentation Designer (Contractor), Nov 2022 - May 2023

Designer for a global streaming service. Designed executive producer media kit decks for new show releases, executive strategy decks, concept pitch decks. Responsibilities included creating show key art layouts, information design layouts, cutting trailer clips, social media campaign mockups. Notable projects include *The Kardashians*, *Wu Tang*, *Only Murders in the Building*, *The 1619 Project*.

SAMSUNG ELECTRONICS AMERICA Mountain View, CA

Visual / Presentation Designer (Contractor), Nov 2022 - Mar 2023

Designer for a global electronics manufacturer. Designed executive strategy decks for CEO of SEA, internal product research and consumer trend reports, showroom signage mockups, product concept mockups, keynote event graphics.

CIRCLE K Quebec, CAN

Presentation Designer (Contractor), Dec 2021 - June 2022

Designer for a global retail chain. Created executive director strategy decks, data visualization performance dashboards for nationwide delivery programs including Instacart & Doordash, training docs for e-commerce programs, branded international market location maps.

RED LANTERN STRATEGY New York, NY

Presentation Designer (Contractor), June 2021 - June 2022

Designer for a qualitative research agency. Notable clients include American Express & Dolby. Created information layouts for research and strategy reports.

OX MEDIA Portland, OR

Brand Designer (Contractor), Mar 2019 - Jan 2022

Designer for a digital marketing agency. Created infographics, white papers, social media content, presentation decks for clients including Talkable and Nemadji.

WEBSHARK360 Newport Beach, CA

Digital Media Designer (Employee), Oct 2017 - Nov 2018

Designer and brand manager at a private marketing agency for executive portfolio companies and partners. Worked with CMO and CTO as primary brand producer. **Bond & Taylor Injury Lawyers:** Developed new art direction for all brand assets. Redesigned website including landing page, case results, practice areas, attorney roster, testimonials. Designed 36-page client booklet, onboarding sheets, page ads & cover bands for LA Weekly, letterheads, business cards, promo swag.

Jacoby & Meyers Injury Lawyers: Designed 40' billboards in Orange County and Los Angeles, full page print ads, magazine cover bands for LA Weekly.

LA Weekly: Temporary Instagram manager during ownership transition. Grew followers from 124k to 132k.

Irvine Weekly: Designed website. Wrote & photographed 2000-word piece featuring a fine dining concept.

FETNEH BLAKE Laguna Beach, CA

E-Commerce Manager (Contractor), Nov 2016 - Oct 2017

Online manager and content creation photographer for avant-garde luxury fashion boutique, known as an early adopter of designers Rick Owens, Olivier Theyskens.

DIGITAL REALTY San Francisco, CA

Presentation Designer (Contractor), Feb 2016 - July 2016

Created strategy map tools and presentations for the SVP of Strategy for C-Suite, depicting data center locations, networks, and competitors across 20+ key domestic and global markets. Produced marketing collateral to 2016 rebrand specifications, including white papers and property brochures.