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Karolyn Kay

VISUAL DESIGNER

Fortune 100 Graphic Designer & Executive Content specialist with a diverse range of Enterprise Communication Design and Marketing Design experience. Team player with track record of directly supporting 4 SVPs and Directors across 10 global teams.

In-house & agency background. Experience in a wide variety of industries including SaaS, tech, streaming, law, pharmaceutical, finance, fashion, hospitality, agriculture. Completed world class design contracts from 2021-2025.

My experience executing well crafted design on a global level is valuable for any organization seeking to elevate its brand messaging, small or enterprise.

Brand Highlights: Workday, AWS, Experian, Hulu, Samsung, Circle K, American Express, Dolby, Digital Realty

SKILLS

Specialization

Communications Design, Presentation Design, Print Design, Report Design, Infographic Design, AI Content

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
Copy Writing
Social Media Content

AI Platforms

Content Generation
UX Visualization

Extracurriculars

AI Art & Music
Front-end sandboxing

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

RECENT EXPERIENCE

FREELANCE / CONTRACTOR Nationwide

Graphic Designer 2016 - Present

Print & digital designer, enterprise report & presentation design specialist.

Evolus (Pharmaceutical, Newport Beach, CA Q1 2024)

Amazon Web Services (Cloud Computing, Seattle, WA Q3-Q4 2024)

WORKDAY Pleasanton, CA

Presentation Designer (Contractor), Nov 2024 - Jan 2025

Designer for a global HR & finance AI SaaS provider. Delivered bespoke landmark data visualization performance report, assisted analysts with content design, provided AI toolkit recommendations. Direct report to Global VP of Digital Marketing.

EXPERIAN Costa Mesa, CA

Communications Designer (Contractor), Feb 2024 - May 2024

Designer for a global credit data bureau/SaaS. Assisted on keynote content for Q1-Q2 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 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. Created show key art layouts, information design layouts, cut 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 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, branded 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, magazine print ads 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 global markets. Produced data center brochures to brand update specifications.