



Fortune 100 Graphic Designer / Content Designer / AI Operator / Writer / Photographer / Web Platform Designer

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INTRO

Hi, I'm Karolyn! I'm a "full-stack" Graphic Designer, with a background in tech, fashion, legal, & hospitality. After a multi-year Fortune-level contract streak from Q4 2021 to Q1 2025 with amazing global brands from AWS to Workday, I'm currently seeking a role where I can add value to any team, small or enterprise. I look forward to learning how I can assist your organization's goals!

PROFESSIONAL SUMMARY

- **Brand Highlights:** Hulu, Samsung, Workday, AWS, Experian, American Express, Dolby, Circle K, Digital Realty
- **11 years of experience since 2013: AI-forward Creative Media Designer, specialist in enterprise tech communications design.** Ownership of world-class brand deliverables in established or original systems
- **Landmark Projects:** Global performance report & analyst content for **Workday** in 2024-2025, **AWS** Global Summit content in 2024, branded executive producer media kits for **Hulu's** premier shows including *The Kardashians*, *Only Murders in the Building*, *The 1619 Project* in 2022-2023, executive R&D reports for **Samsung** in 2022-2023, global e-commerce performance dashboard for **Circle K** 2021-2022

CORE SKILLSET

- Expert in transforming raw information and complex technical narratives into branded assets with clear visual storytelling across C-suite, internal, and external audiences
- Experienced brand designer for digital and print touchpoints

RECENT EXPERIENCE

Freelancer

Nationwide

Visual Designer

2016 - Present

Multifaceted designer, enterprise report & presentation design specialist.

Evolus (Pharmaceutical, Newport Beach, CA Q1 2024): Industry GTM keynote series

Amazon Web Services (Cloud Computing, Seattle, WA Q3-Q4 2024): AWS Global Summits for NA, EMEA, JP, APAC

Workday

Pleasanton, CA

Communications Designer (Contract)

Nov 2024 - Jan 2025

I was hired as a design specialist to deliver a special leadership project as a direct report to Yaslyn Daniels, Global VP of Digital Marketing (x Adobe, Pinterest).

- Designed bespoke deck-based global reporting dashboard report and template system with manually designed data visualization, information layouts, and data templates
- Provided global teams of C-Suite executives and interdisciplinary teams with a multi-layered strategy insight tool prior to company-wide rollout of Agentic AI suites

- Collaborated with analysts & strategists on content design
- Created education materials for Global Digital team on new AI toolkits for 2025, including content writing & video

Experian

Costa Mesa, CA

Communications Designer (Contract)

Feb 2024 - May 2024

I was hired to support the North American marketing and communications team across executive events, keynote storytelling, and internal communications design.

- Designed keynote decks for Vision 2024 and FDX Global Summit, working alongside Experian's external affairs and events teams
- Developed branded pitch templates and proposal collateral for Fortune 500 clients including Citi and Amazon
- Contributed to the visual evolution of Experian's content library and presentation branding across marketing functions, icon libraries, branded layout systems for internal communications, onboarding materials, and templated documents

Hulu

Santa Monica, CA

Graphic Designer (Contract)

Nov 2022 - May 2023

I was hired to support Hulu's executive creative and strategy teams in marketing and content communications.

- Designed executive producer decks for new Original launches, showrunner briefings, and strategy alignment decks
- Created key art layout mockups, OOO kits, and social campaign visual kits for Hulu Originals including *The Kardashians*, *Wu-Tang: An American Saga*, *Only Murders in the Building*, and *The 1619 Project*
- Edited trailer clips and integrated them into interactive digital media kits
- Assisted with internal pitch decks, show launch calendars, and event-based rollout materials

Samsung

Mountain View, CA

Visual Designer (Contract)

Nov 2022 - Mar 2023

I was hired by the internal executive strategy team at SEA to support thought leadership, consumer trends, and internal campaign design.

- Designed CEO-facing executive decks, global product strategy briefings, and company-wide internal research reports
- Developed showroom signage mockups, conceptual UI slides, and consumer technology roadmaps
- Created branded templates and presentation systems for the SEA marketing and product teams

Circle K

Quebec, CAN

Presentation Designer (Contract)

Dec 2021 - June 2022

I was hired by the global e-commerce team to design high-level visual materials supporting delivery expansions, regional performance, and executive strategy.

- Designed branded executive decks and business case presentations for Circle K's delivery rollout programs, including partnerships with Instacart and DoorDash
- Created data dashboards and performance recap visuals for regional directors and VP-level leadership

- Produced market expansion infographics, branded maps, and location-based insights to support national and international territory planning
- Developed training and operations toolkits for internal cross-market use

Red Lantern Strategy

New York, NY

Presentation Designer (Contract)

Jun 2021 - June 2022

I was brought on as the agency's lead presentation and visual storytelling designer, translating nuanced research findings into high-impact deliverables for national innovation rollouts and C-suite advisory.

- Designed landmark insight decks for American Express, Dolby, Peacock using agency qualitative research
- Collaborated closely with research moderators, strategists, and client-side innovation teams to build visual narratives used in global leadership workshops and strategy offsites
- Integrated seamlessly with client brand systems

Ox Media

Portland, OR

Visual Designer (Freelance)

Mar 2019 - Jan 2022

I was hired as the in-house visual lead, overseeing content creation and digital asset production across multiple client portfolios and campaign initiatives.

- Provided art direction for emerging brands
- Designed infographics, pitch decks, case studies, and white papers for clients such as Talkable and Nemadji
- Developed scalable branding assets and processes across social, email, and presentations

Webshark360

Newport Beach, CA

Digital Media Designer (Employee)

Oct 2017 - Nov 2018

I was hired as the in-house visual lead, overseeing content creation, rebranding, and digital asset production across multiple client portfolios.

- Led full brand overhaul and web redesign for **Bond & Taylor Injury Lawyers**, including landing pages, print brochures, LA Weekly ads, and event materials
- Designed 40-ft billboards and large-format advertising campaigns for **Jacoby & Meyers Injury Lawyers** in Los Angeles and Orange County
- Managed **LA Weekly's Instagram** during an ownership transition, growing the following from 124K to 132K
- Produced editorial, photography, and web content for **Irvine Weekly**, including a 2000-word dining feature

Fetneh Blake

Laguna Beach, CA

E-Commerce Manager & Brand Designer (Contractor)

Nov 2016 - Oct 2017

I was hired to lead digital content production and manage the Shopify storefront.

- Styled, shot, and edited product photography for all collections
- Managed e-commerce listings, marketing emails, and social media presence
- Managed in-store admin & sales consultations

Digital Realty

San Francisco,, CA

Presentation Designer (Contractor)

Nov 2016 - Oct 2017

I was hired to support the SVP of Strategy with high-impact presentations and visual strategy tools for executive and investor relations.

- Created global **strategy maps**, data visualizations, and location-based competitor assessments
- Designed investor-facing decks, internal planning documents, and brochures used in global leadership summits
- Developed branded templates to streamline ongoing executive communications across sales, development, and finance