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 Orange County, CA



Karolyn Kay

VISUAL DESIGNER

Fortune 100 Graphic Designer & Presentation Design 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.

Expert in high density content and keynote content with custom data visualization. My experience executing well crafted design on a global level is valuable for any organization seeking to elevate its brand messaging.

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

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

Copy Writing
 Advanced Photo Editing
 Photography
 Social Media Content

AI Platforms

Content Generation
 Concept Visualization

Extracurriculars

AI Art, Video, Audio
 Vibe Coding Experiments

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

Digital & print designer, report & presentation design specialist.

RECENT CLIENTS

Capital Group (Finance, Los Angeles, CA Q2 2025)

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

Evolus (Pharmaceutical, Newport Beach, CA Q1 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 UX 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. Created 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*.

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 for Bond & Taylor Injury Lawyers; projects included web redesign, onboarding booklet, swag, billboards. Managed *LA Weekly* Instagram. Designed *Irvine Weekly* website.

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.