

Karolyn Kay

VISUAL DESIGNER

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Orange County, CA

Fortune 10 Graphic Designer & Presentation Design specialist with a diverse range of Enterprise Communications, Brand, and Marketing Design experience. Team player with track record of directly supporting 5 SVPs and Directors across global teams.

Expert in branded high density content and keynote content with data visualization. Extensive experience working with best-in-class teams. Valuable contributor for any organization looking 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 design contracts from 2021-2025.

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

SKILLS

Specialization

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

Creative Software

Figma
Illustrator
InDesign
Photoshop

Digital Publishing

Google Slides
Powerpoint
Shopify
Wordpress

Design

Graphic Design
Data Visualization
Print Design
Illustration

Project Management

Airtable
Asana
Workfront
Wrike

AI Platforms

Content Generation
General Operation

Extracurriculars

AI Art, Video, Audio
Oil Painting

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

SELECTED 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)

WALMART CONNECT San Bruno, CA

Graphic Designer (Contractor), June 2025 - Sep 2025

Designer for a global retailer's digital marketing division. Primary designer for annual sales conference event Let's Grow 2025: Designed 2 premier keynotes for new AI platform and industry best practices, and social media content sets. Designed case studies and brand partnership content for core brand blogs and social media.

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. Designed keynote content for Q1-Q2 events including Vision 2024 and FDX Global Summit, proposals for clients including Citi and Amazon. Created icons and template 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.

WEBSHARK360 Newport Beach, CA

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

Designer and brand manager at a private portfolio marketing agency. Primary designer 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.