

# Karolyn Kay

VISUAL DESIGNER

KAROLYNK.COM

Orange County, CA

studio@karolynk.com

linkedin.com/in/karolynk

## PROFESSIONAL SUMMARY

- **Fortune 10 Graphic Designer, Presentation & Report 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 longform content, visual storytelling development, and keynote content with data visualization. Extensive experience working with best-in-class teams. High-impact contributor for any organization looking to elevate its brand messaging.
- In-house, agency, print, & brand design background. Experience in industries including SaaS, electronics, streaming, legal, finance, pharmaceutical, fashion, hospitality, agriculture. Completed world class design contracts from 2021–2026.
- **HIGHLIGHTS** LyondellBasell, Walmart Connect, Workday, AWS, Experian, Hulu, Samsung, Circle K, American Express, Digital Realty

## SKILLS

**SPECIALIZATION** Enterprise Communications Design, Executive Presentation Design, Report Design, Document Formatting, Infographic Design, Social Media Graphic Design, Generative AI, Data Visualization, Illustration, Print Design

**SOFTWARE** Figma, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Google Slides, Midjourney, Suno, Powerpoint, Shopify, Wordpress, Newsletters, Capcut, ElevenLabs

**PROJECT MANAGEMENT** Airtable, Asana, Monday, Workfront, Wrike

**EXTRACURRICULARS** Oil painting, Classical piano, AI toolkits

## SELECTED EXPERIENCE

### LYONDELLBASELL

Learning Solutions Designer (Contract)

HOUSTON, TX

Nov 2025 – Feb 2026

Primary designer and art direction lead for Fortune 500 chemical firm, LYBU Learning Solutions Team. Created net new program branding, brand book, and redesigned content for 5 company core training programs, from Individual Contributor to Executive Leadership Programs. Redesigned program certification badges, social media, content, and calendars.

### WALMART CONNECT

Presentation Designer (Contract)

SAN BRUNO, CA

June 2025 – Sep 2025

Designer for Fortune 1 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.

### CAPITAL GROUP

Graphic Designer (Contract)

LOS ANGELES, CA

May 2025 – June 2025

Designer for publicly traded investment management firm's event communications department, est. 1931. Assisted on annual conference event keynotes, event brand collateral.

### WORKDAY

Presentation Designer (Contract)

PLEASANTON, CA

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.

### AMAZON WEB SERVICES

Presentation Designer (Subcontract)

SEATTLE, WA

Sep 2024 – Oct 2024

Designer for Fortune 2 internet infrastructure division, AWS Global Summits 2025. Assisted on sales content for global markets including North America, APAC, EMEA, Japan. Performed document template conversion and manual copy translation.

*(Selected Experience cont'd)*

**EXPERIAN****COSTA MESA, CA****Communications Designer (Contract)**

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, sales enablement proposals for clients including Citi and Amazon. Created icons and template layouts for content library.

**HULU****SANTA MONICA, CA****Graphic Designer (Contract)**

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****Communications Designer (Contract)**

Nov 2022 – Mar 2023

Designer for a global electronics manufacturer, Product Innovation Team. 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 (Contract)**

Dec 2021 – June 2022

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

**RED LANTERN STRATEGY****NEW YORK, NY****Presentation Designer (Contract)**

June 2021 – June 2022

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

**WEBSHARK360****NEWPORT BEACH, CA****Brand Designer (Employee)**

Oct 2017 – Nov 2018

Designer and brand manager at a private firm 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 (Contract)**

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****Graphic Designer (Contract)**

Feb 2016 – July 2016

Designer at global data center builder, land holding, & service provider. 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.

**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 Fundamentals

2006- 2008