

Karolyn Kay

VISUAL DESIGNER

KAROLYNK.COM

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PROFESSIONAL SUMMARY

- **Fortune 10 Graphic Designer, Presentation & Report Design specialist.** Fortune 500 contributor since 2021 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. Currently seeking a permanent position to contribute a track record of world class performance.
- **Expert in branded technical content, visual storytelling development, keynote content, data visualization.** Extensive experience working with best-in-class teams and brand books. High-impact contributor for any organization seeking to elevate its brand messaging.
- **In-house, agency, print, illustration, & brand design background.** Diverse experience in industries including SaaS, electronics, streaming, legal, finance, pharmaceutical, fashion, hospitality, agriculture. Completed world class client contracts from 2021–2026.
- **MAY 2026 HIGHLIGHT** General Motors Hummer-X SUV reveal event, Advanced Design Pasadena Design Studio
- **JULY 2026 GUEST SPOT** DXC Technology, Customer Community Events content design

SKILLS

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

CORE SOFTWARE Adobe Creative Suite; Adobe Photoshop, Adobe Illustrator, Adobe InDesign. MS Powerpoint, Figma, Google Slides

PROJECT MANAGEMENT Airtable, Asana, Monday, Workfront, Wrike

EXTRACURRICULARS Oil painting, Classical piano, AI music production, AI storyboard animation

SELECTED EXPERIENCE

DXC TECHNOLOGY

ASHBURN, VA

Senior Visual Designer (Seasonal)

July 2026 – August 2026

Core seasonal designer for new brand book rollout. Supported executive technical content with custom diagramming for event keynote content development and general technical content. Supported social media content design under new brand guidelines.

GENERAL MOTORS HUMMER X

PASADENA, CA

Keynote Graphic Designer (Contract)

MAY 2026

Designer for General Motors Hummer X SUV reveal event and Grand Opening at GM Advanced Design Studio in Pasadena. Prepped event content, formatted video media and photo assets to spec, supported executive producers on producing show quality content design.

LYONDELLBASELL

HOUSTON, TX

Learning Solutions Designer (Contract)

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

SAN BRUNO, CA

Presentation Designer (Contract)

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

LOS ANGELES, CA

Graphic Designer (Contract)

May 2025 – June 2025

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

(Selected Experience cont'd)

WORKDAY Presentation Designer (Contract) 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.	PLEASANTON, CA Nov 2024 – Jan 2025
AMAZON WEB SERVICES Presentation Designer (Subcontract) 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.	SEATTLE, WA Sep 2024 – Oct 2024
EXPERIAN Communications Designer (Contract) 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.	COSTA MESA, CA Feb 2024 – May 2024
HULU Graphic Designer (Contract) 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.	SANTA MONICA, CA Nov 2022 – May 2023
SAMSUNG ELECTRONICS AMERICA Communications Designer (Contract) 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.	MOUNTAIN VIEW, CA Nov 2022 – Mar 2023
CIRCLE K Presentation Designer (Contract) 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.	QUEBEC, CAN Dec 2021 – June 2022
RED LANTERN STRATEGY Presentation Designer (Contract) Designer for a qualitative research agency. Notable clients include American Express, Dolby, Peacock. Created branded information layouts for research and strategy reports.	NEW YORK, NY June 2021 – June 2022
WEBSHARK360 Brand Designer (Employee) 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.	NEWPORT BEACH, CA Oct 2017 – Nov 2018

EDUCATION

CONCEPT DESIGN ACADEMY 3D Modelling	PASADENA, CA 2012
ART CENTER COLLEGE OF DESIGN Fashion Illustration Visual Communication Transportation Design	SOUTH CAMPUS, PASADENA, CA / MAZDA USA, IRVINE, CA Fall/Winter 2012 Summer 2010 Fall/Winter 2008
SPOTCOLOR INSTITUTE OF ART & DESIGN Industrial Design Fundamentals	IRVINE, CA 2006– 2008