Karolyn Kay

SR. VISUAL DESIGNER, DATA VISUALIZATION & REPORT DESIGN

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PROFESSIONAL SUMMARY

- **Fortune 500 Visual Designer** specializing in storytelling, data visualization, report design, and event presentations.
- **Multimedia producer** for deck templates, content libraries, digital assets, print assets, and process documentation.
- **Global contributor since 2016** across Enterprise Communications, Events, Research, Brand, and Sales Enablement.
- **10 years of experience** creating high-stakes content for leadership, event keynotes, product R&D.
- **Direct support for 5 SVPs and Directors** at global enterprises in the Technology sector.
- **Specialist designer for compelling narratives:** Charts, dashboards, infographics, iconography, photographic & video elements applied within world-class brand systems.

SKILLS

CONTENT DESIGN Decks, Infographics, Charts, Dashboards, Information Design, Diagramming, Reports, Booklets, Longform Documents

DESIGN SYSTEMS Brand Books, Templates, Content Library Systems, Style Guide Application, Documentation

DATA VISUALIZATION TOOLS Figma, Adobe Illustrator, Datawrapper, Flourish, Overleaf

PRODUCTION SOFTWARE Adobe CS (Illustrator, InDesign, Photoshop), CapCut, Claude, Keynote, Midjourney, PowerPoint, Slides

PROJECT MANAGEMENT Airtable, Asana, Monday, Workfront, Wrike

SELECTED EXPERIENCE

DXC TECHNOLOGY — ASHBURN, VA
Senior Visual Designer (Seasonal) — Jul 2026 – Aug 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 and print projects under new brand guidelines.

GENERAL MOTORS HUMMER X — PASADENA, CA
Keynote Graphic Designer (Contract) — May 2026

Production Designer for General Motors Hummer X SUV reveal event and Grand Opening at GM Advanced Design Studio in Pasadena. Prepped content, formatted video 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) — Jun 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. Produced case studies and brand partnership content for brand blogs, social media.

CAPITAL GROUP — LOS ANGELES, CA
Graphic Designer (Contract) — May 2025 – Jun 2025

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

(Selected Experience cont'd)

WORKDAY — **PLEASANTON, CA**
Presentation Designer (Contract) — 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 — **SEATTLE, WA**
Presentation Designer (Subcontract) — Sep 2024 – Oct 2024

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

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, 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 – Jun 2022

Designer for a global petroleum 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) — Jun 2021 – Jun 2022

Designer for a qualitative research agency developing product R&D reports for clients including American Express, Dolby, Peacock. Created branded information layouts for research and strategy reports, longform document production.

EMERALD WEST MEDIA LLC — **ALBANY, OR**
Principal (Sole Proprietor) — 2019 – 2020

Independent service provider for hospitality, agriculture, real estate clients. Web developer for Shopify and business brand designer.

WEBSHARK360 — **NEWPORT BEACH, CA**
Brand Designer (Employee) — Oct 2017 – Dec 2018

Designer and brand manager at a private marketing agency. Primary designer for Bond & Taylor Injury Lawyers et al. Projects included web design, print artifacts including booklets and business cards, freeway billboards, brand swag. Managed LA Weekly Instagram.

DIGITAL REALTY — **SAN FRANCISCO, CA**
Graphic Designer (Contract) — Feb 2016 – Jul 2016

Designer for a global data center REIT. Created visual data maps for C-suite cloud strategy, depicting global data center locations, cabling networks, speed radii, and competitors across 20+ key domestic and global markets. Produced white papers and property brochures.

EDUCATION

ARTCENTER 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