



Kara Pierson

ABOUT

Art Director • Designer • Artist • World Traveler • Amateur Baker • All-Around Creative
I am passionate about clean, effective design that tells a story visually and conceptually. I am expressive and artistic yet action-oriented and process-driven. Every person, product, and brand has a unique story to tell and I thrive in diving in and bringing them to light. I am inspired by new possibilities, stories, and adventures.

CONTACT

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in f i g p @KaraPiersonDesigns

EDUCATION

University of San Diego

cum laude – May, 2015

Bachelor of Arts in
Communication Studies

Minors: Visual Arts, Anthropology

Presidential Scholar,

First Honors 2011 – 2015

Ursuline Academy of Dallas

summa cum laude – May, 2011

HONORS

- Ad Club CT Awards 2019
 - Silver Award - Billboards, CT Lottery
 - Bronze Award - Integrated Campaign Consumer/Digital, CT Lottery
 - Merit Award - Website Design
 - Merit Award - Online Display Ad
- Wine Label Contest Winner 2019 – Gillette Castle 100 year commemorative
- Girl Scout Gold Award
- National Society of Collegiate Scholars
- Lambda Pi Eta – Communication National Honor Society
- Wesleyan University Community Scholar

EXTRAS

- Florence University of the Arts, Italy - Traditional Italian Gastronomy
- Wesleyan University - Video Art
- Eastern Connecticut State University - Asian Philosophy
- University of Dallas in Rome, Italy - Shakespeare

EXPERIENCE

- **Designer** – SharkNinja, 2020
 - Virtually Art Direct CGI home renderings and shots for new product development needs in collaboration with edelVIZ Architectural Visualization, Goa, India
 - Work cross-functionally with teams to maintain larger vision across in-store displays, packaging/collateral and digital presence for fall robot product launches
 - Design concept packaging for new product launches while incorporating feedback and larger goal thinking from executives and marketing partners
 - Concept, design, and execute seasonal digital campaigns and adapt across all platforms
 - Assist in photoshoots - wardrobe, setting, shotlists - considering overall use of photos in terms of digital, packaging, direct-to-consumer sites, and social media
 - Work closely with Senior Art Director and Copywriter on new innovative ideas for campaigns and brand positioning
 - Spark a new, fresh, modern approach to help our products stand out from competitors and also elevate our brand recognition overall
- **Art Director** – Decker, 2019
 - Create innovative, integrated campaigns – television, radio, social media, point-of-sale, digital banners, digital video, rich media banners, billboards, bus wrap, landing page
 - Conceptualize, design, storyboard, present to client, implement, and finalize creative
 - Clients include: Connecticut Lottery, Connecticut, CEMA, RecycleCT
 - Create campaign strategy and placement for social media
 - Communicate design rationale and strategy to Account Executives and clients
 - Spearhead advertising efforts geared toward engaging millennials
 - Assist in creative brief writing
 - Oversee and approve deliverables through all stages of pre-production and production
 - Delegate work and mentor the Production Artist
 - Gather and approve casting specs, visual planning, photography style, and set design
 - Assist in creative direction for shoots and radio records
 - Assist in directors calls and correspondence with production houses and animation studios
- **Junior Art Director** – Decker, 2018 – 2019
 - Present campaign initiatives at conferences
 - Food styling for website landing page
 - Assist in rebranding the agency – color palette, visual plan, and brand guidelines
 - Design logos for campaigns, brand extensions, and sets
 - Manage agency social media platforms
 - Manage competing deadlines for multiple clients in a fast-paced environment
- **Production Artist** – Decker, 2017 – 2018
 - Design logos and manage design for campaigns and client projects
 - Assist in conceptualizing campaigns and present ideas to Creative Director
 - Review graphics, color correction, and sizing for final deliverables
- **Graphic Designer** – Shore Publishing LLC Community Newspapers, 2015 – 2017
 - Design and finalize advertisement production for magazine inserts, newspapers, and online
 - Create, develop, design and brand a new concept events page catered to young adults
 - Food styling and photography featured in newspapers and online
- **Kara Pierson Designs** – Freelance Graphic Design, now – forever
 - Create logos, cohesive branding, brand guidelines, and packaging for small businesses
 - Create branding strategy that spans across all platforms for small business owners
 - Create designs for promotional products and marketing materials