

karenzisman



education

Bachelor Industrial and Graphic Design
Tecnológico de Monterrey, CDMX.

expertise

Branding & Identity
Print & Packaging
Digital & Social Media
Apparel & Surface Design
Project Management

personal skills

Creative Thinking
Attention to Detail
Collaboration & Teamwork
Client-Focused Mindset
Time Management & Prioritization
Professionalism & Consistency

software

Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Canva
Figma

languages

Spanish (native speaker)
English (fully fluent)

With over 12 years of experience in graphic design, I specialize in creating brand identities, visual systems, and marketing assets across both digital and print platforms. My work is driven by a passion for clean design and clear communication, ensuring every project is both aesthetically appealing and strategically effective.

Known for my collaborative, detail-oriented approach, I consistently deliver high-quality results that align with brand goals. I'm currently seeking a full-time position that offers new challenges and opportunities for continued growth.

Work Experience

Independent Graphic Designer and Consultant

- 2018-present, New York

Partnering with brands and founders to design strategic visual systems across multiple industries—including brand identities/brand worlds, marketing materials, packaging, social content, digital assets, and web design. Advise on brand direction and product aesthetics, coordinating suppliers and guiding end-to-end execution from research and concept through final deliverables.

Strong independent track record with 240+ hires, 185 five-star reviews, and five consecutive Top Pro awards (2019–2023) on Thumbtack.

Graphic Designer at ddc

- 2016-2018, New York

Developed product cut sheets, brochures, and the annual catalog, along with signage, monthly e-blasts, and sale campaign graphics. I also designed ICFF Design Week invitations and marketing ads for print publications.

Design & Event Manager at Odila Olivier

- 2014-2015, Mexico City

Led brand identity and print communication design, developed décor concepts, managed social media content, supported sales and customer needs, and coordinated projects from start to finish.

Graphic Designer at Falling Angels

- 2014-2015, Mexico City

Developed brand identities and apparel graphics, guiding design from concept through production while providing brand direction and applying various printing techniques. I also managed production logistics and collaborated directly with customers and suppliers for brands such as shasa.com, yakuza.com, babymink.com, and others.

contact me

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Purchase, New York