

# 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.

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