

karen zisman

2025

graphic designer



creative portfolio



Hello, I am
karen



I am a graphic designer with a Bachelor's degree in Industrial Design, based in New York and currently working as a freelancer. I partner with brands and entrepreneurs to bring their ideas to life through thoughtful, intentional design.

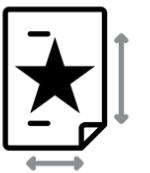
My background includes versatile experience across fashion, entertainment, and retail — including leading design for a high-end furniture company in NYC, where I refined a strong eye for clean, elegant, and impactful visuals.

For over 12 years, I have collaborated with clients across industries — from startups to established brands — delivering design solutions that feel authentic, meaningful, and visually compelling, with a proven ability to design for diverse audiences and styles.



Branding & identity

Logos
Visual Systems (color palette, typography, imagery)
Brand Guidelines



Print & packaging

Catalogs
Brochures
Signage
Business Cards
Menus
Large Format Prints
Product Packaging



Digital & social media

Content Creation
E-blasts
Website Design
Web Graphics
Advertising



Apparel & surface design

Swags
Graphic Prints
Patterns
Print Techniques



Project Management

Client Relations
Vendor Coordination

expertise



Independent Graphic Designer and Consultant

- Designing a wide range of visuals, for different industries including:
 - Logos & brand identities
 - Marketing materials
 - Packaging
 - Social media graphics
 - Digital content
 - Web design
- Advise on brand direction and visual strategy; lead execution from concept through supplier coordination and final deliverables.
- Collaborate with clients to translate ideas into effective, scalable design solutions.
- Strong Thumbtack presence: 240+ hires, 185 five-star reviews, Top Pro (2019-2023).

2018 - present

New York

Graphic Designer ddc

- Product cut sheets - layout and design
- Quickship brochures
- Annual catalog - creation and production
- Signage (building scaffolding, outlet banners, and more)
- Monthly e-blasts
- Sale and outlet campaigns - master graphics plus print and digital ads
- Invitation concept and design for Annual Design Week (ICFF)
- Marketing advertisements for magazines

2016-2018

New York, NY

Design & Event Manager Odila Olivier

- Brand identity development and creation of brand guidelines
- Communication design for print advertising
- Décor concept development and execution
- Social media management and content creation
- Sales support and customer service (pre-, during, and post-sale)
- Project coordination and supervision

2015-2014

Mexico City

Apparel Graphic Designer Falling Angels

- Brand identity development and creation of branding elements
- Apparel graphic design
- Design development from initial concept through production
- Brand direction
- Printing techniques: screen print, sublimation, embroidery
- Production management and logistics, including planning and demand forecasting
- Direct collaboration with customers and suppliers
- Brands: shasa.com, yakuza.com, babymink.com, and others

2011-2014

Mexico City

experience

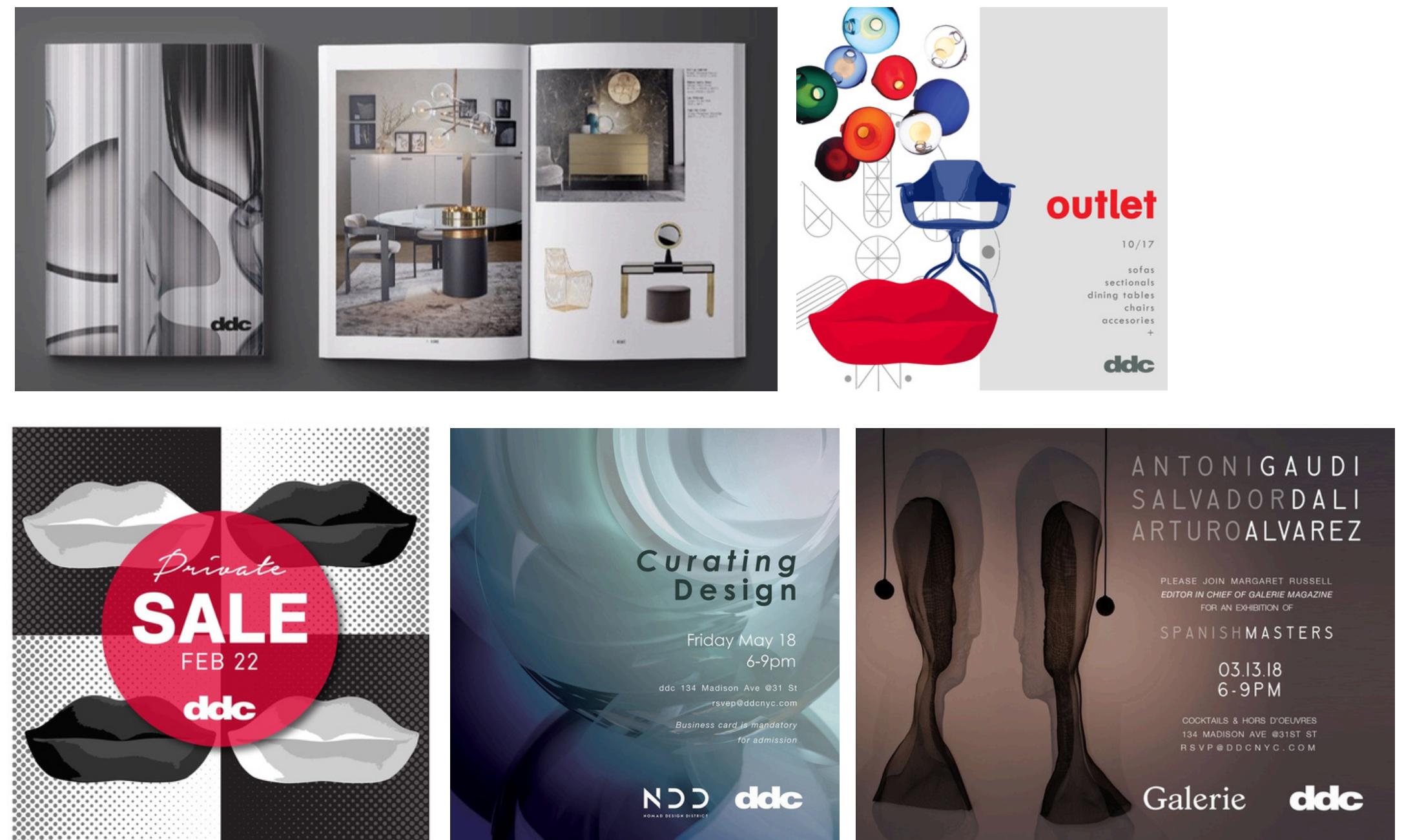


my work at ddc

Domus Design Collection

DDC (Domus Design Collection) is a high-end furniture and design retailer founded in 1991 by the Hakakian brothers, with flagship showrooms in New York City and Los Angeles.

At DDC, I was responsible for developing a wide range of marketing and brand collateral including product cut sheets, brochures, annual catalogs, signage, and digital campaigns. I created and managed artwork for advertisements, newsletters, sales promotions, and social media content across multiple platforms. I also supported the website with regular updates and designed invitations and campaigns for annual design week events, ensuring cohesive and impactful visual communication across all channels.



featured projects



Harrigan Sports

about the client

Harrigan Sports is a pickleball e-commerce brand that offers high-quality paddles and accessories designed for players of all levels. With a focus on performance, style, and innovation, the brand delivers products that enhance the game while reflecting the fast-growing, dynamic spirit of pickleball.

project brief/ goals

Harrigan Sports needed a visual identity that matched the energy of the sport. My role was to design the paddle graphics, develop the packaging concept and look, and contribute to the website design. The challenge was to create visuals that appealed to both casual players and competitive athletes while strengthening the brand's presence in a fast-growing market.



featured projects



Cabinite

about the client

Cabinite is a scented candle e-commerce brand, that blends modern and vintage-inspired designs with a strong eco-friendly ethos. Their candles are made with a vegan-friendly wax blend that burns cleanly and lasts longer, and each container is designed to be reusable. They committed to sustainability—using compostable packaging, sugarcane labels, and even dust covers embedded with wildflower seeds that can be planted after use.

project brief/ goals

Cabinite provided the creative concepts for each candle collection and needed a designer to translate them into a unified visual system. The challenge was to transform their ideas into distinctive graphics, patterns, and packaging designs that captured the essence of each scent while reinforcing the brand's eco-friendly and modern identity.



social & event branding

birthdays / private parties /
bar & bat mitzvahs /
corporate events

byDana

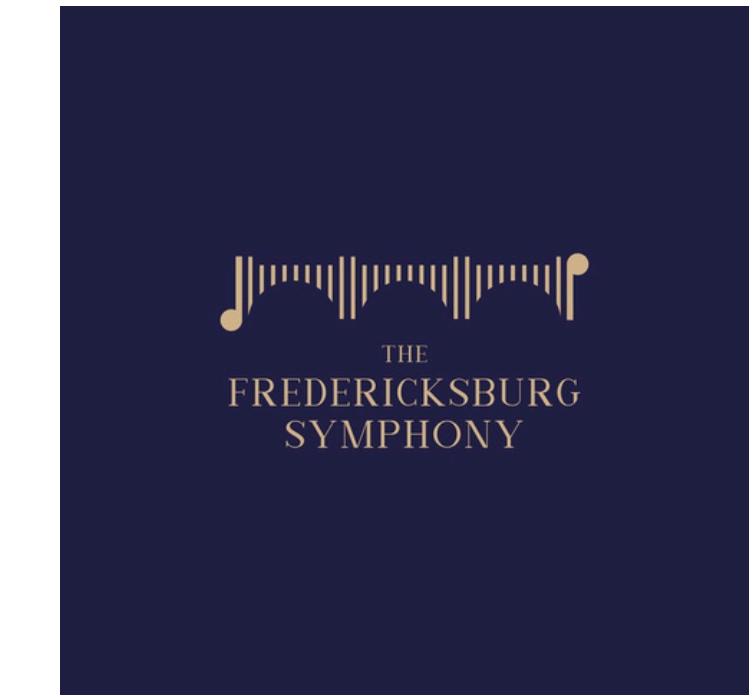
A social events company based in New Jersey, I design the logos and visual identities for the social events, creating graphics that set the tone and style of each celebration. From logos to photo walls and backdrops, each event has its own touch.



my work



brand identity



my work

brand identity



my work

brand identity



my work

what people *say*

Delia T.



"Karen has been amazing to work with! From the minute I read her bio to speaking to her on the phone about our project, I knew she was the one to hire. Her experience and attention to detail has turned our hopes and dreams for a logo into our new reality. We could not be happier with the service and quality of work. She has made us feel like family, rather than clients, which has made the process that much easier. Not to mention, she has exceeded all of our expectations!! Best decision ever!!!"

Armando L.



"Karen was very easy to work with. She offered many different designs and we were able to keep making changes on the one I liked until I got what I needed. I found her to be very responsive and efficient in the speed of her work. Plus you're dealing just with her directly instead of dealing with some company that employs a bunch of graphic artists!"

Hannah G.



"I was so impressed by Karen's work! I gave her a rough drawing of what I wanted, had a quick phone conversation and she brought the logo to life. We went through a couple small rounds of revisions and she got every detail I asked for just perfect. If you have any design work you need done I would absolutely recommend Karen!"

*For more reviews, visit my Thumbtack profile



Website

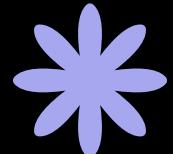
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Thank you for your time and interest. Let's continue to celebrate the magic of graphic design together.

let's work together