

Karen Zisman

Senior Graphic Designer | Design Consultant

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Summary

Senior Graphic Designer with 12+ years of experience specializing in brand identity, visual design, and integrated marketing campaigns across digital and print. Proven track record delivering high-impact creative for lifestyle and consumer brands, including packaging, social media, email marketing, and print production. Skilled in translating brand strategy into cohesive visual systems with a strong focus on typography, layout, and execution. Seeking a full-time role to contribute to a collaborative, design-driven team.

Work Experience

Independent Senior Graphic Designer and Consultant

New York, NY | Aug 2018 – Present

- Design brand identities and visual systems across fashion and lifestyle brands
- Create marketing assets: social, email, digital ads, packaging, and print
- Lead projects from concept to final production, including vendor coordination
- Advise on brand strategy and art direction
- Completed 240+ projects, 185 five-star reviews, Top Pro (2019–2023)

Graphic Designer | ddc

New York, NY | Jan 2015 – Aug 2018

- Designed catalogs, brochures, product cut sheets and editorial pieces
- Created email campaigns, digital assets, and sales materials
- Led ICFF Design Week invitations and marketing assets
- Developed print ads, including Architectural Digest and other editorial outlets

Design & Event Manager | Odila Olivier

Mexico City | Nov 2014– Jun 2015

- Led brand identity and event design across print and digital
- Managed social media and client communications

Graphic Designer | Falling Angels

Mexico City | Oct 2011 – Nov 2014

- Developed brand identities and apparel graphics
 - Managed production and vendor coordination
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Skills

Design skills: Brand Identity Design, Visual Design, Art Direction, Marketing Campaigns, Social Media Design, Email Marketing Design, Packaging Design, Print Production, Typography, Layout Design, Digital Design, Web Design, Design Systems

Tools & Software: Adobe Creative Suite (Illustrator, Photoshop, InDesign), Figma, Canva

Core Strengths: Creative Direction, Attention to Detail, Collaboration, Client Communication, Time Management

Education

Bachelor's Degree in Industrial and Graphic Design

Tecnológico de Monterrey, Mexico City

Languages

• Spanish (native speaker) • English (fully fluent)