

KAREN QIN

references upon request
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Senior Brand & Graphic Designer

www.karenqin.com

With 9+ years of experience bringing joy and considered craft to identity, print, and the spaces that connect people. A global perspective across startups, scale-ups, and corporates - designing by hand and on screen, for brands that want to feel human.

EXPERIENCE

K&Q Studio | Freelance Brand & Graphic Designer

EST.2012 | July 2017- Present (London & Global)

- Branding • Editorial & print design • Social media strategy & execution • Marketing campaigns
- Production design (conferences & exhibitions) • Promotional videos • Presentation design
- Food & lifestyle photography and packaging design

Select clients include: Unruly (NewsCorp), Transport for London, London Transport Museum, Ink Factory Films, ChetVenture Coffee, Tick Tock Tea, MAMA.codes, and private commissions spanning brand identity, illustration, and event design

LogicMonitor | Marketing Graphic Designer

October 2019 - January 2020 (Austin, TX, USA)

Website Rebrand Contract with the Creative Services Team

Updated & rebranded 200+ datasheets, white papers, case studies, data charts/graphics, & e-books for digital/web, for print & region specific usage. Designed presentation decks, expanded social media graphics & bespoke website graphics to be consistent & on brand with the new design system along with extending LM design system with new graphics, purpose & longevity.

Select London contracts:

Transport for London | Lead Graphic Designer

November 2017 - July 2018 (London, UK)

Designed permanent large-format historical plaques, posters and campaigns across multiple Underground stations & tunnels as part of the Placing Stations initiative. Work spanned OOH, exhibition design, infographics and multi-piece artwork installations celebrating each station's unique history & community.

Unruly | Senior Graphic Designer

June 2018 - August 2018 (London, UK)

Brought in as a contracted designer to support Unruly's global rebrand. Extended the existing brand system by developing a Supporting Partners Brand Guidelines to align with the master brand book, updated collateral across digital and print, and contributed to large-format booth and expo design for DMEXCO, one of the world's leading digital marketing conferences.

London Transport Museum | Production Designer

January 2019 - February 2019 (London, UK)

Brought in for The Poster Prize for Illustration 2019: London Stories exhibition. Delivered end-to-end design across screens, OOH posters, flyers, wayfinding signage, Friday Lates programme & map, and exhibit walls. Designed large-scale vinyl art for glass balcony and permanent signage on-site at Museum.

MassChallenge | Global Creative Designer

July 2015 - June 2017 (London, UK)

Promoted from LDN office designer to global, reported to HQ Boston Brand Manager & alongside CMO

Primary designer for all global locations outside of Boston, ensuring brand consistency across 5+ int'l offices: London, Israel, Switzerland, Mexico, Texas & other emerging markets. Collaborated with stakeholders across marketing, biz dev, operations & C-suite to deliver cohesive design at scale. Art directed annual Impact Reports end-to-end. Led production design for global Awards across all int'l locations. Designed all advertising graphics across print and digital campaigns & events

SKILLS

TECH

AdobeCC:
Illustrator, InDesign
Photoshop, Premiere Pro,
After Effects, Lightroom
Final Cut Pro
Procreate
MS PowerPoint
Google Slides
Figma
HTML/CSS

LANGUAGES

English (Native)
Mandarin (Professional
Working Proficiency)
Spanish (Conversational)
Italian (Elementary)

OTHERS

Pottery
Handlettering
Piano
Bouldering

EDUCATION

Boston University

MSc Media Ventures

(Entrepreneurship
& Digital Innovation)

BFA Graphic Design

Minor, Advertising