KAREN QIN

karen.n.qin@gmail.com references upon request

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 Graphic Designer and Human Creator*

2020 - Present (London, UK & Austin, TX)

Made end to end two human beings and soft launched into the early stages of academia. During high-growth, selectively took on freelance branding and illustration work. Select clients: coffee brand and podcast, Chetventure, kinesiology eye masks, Dote Beauty, marketing campaigns and fundraising deck designs for MAMA.codes, full identity & brand enablement for Rooftop Ventures.

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

Select FTC roles:

LogicMonitor \ *Marketing Graphic Designer*

2019 - 2020 (Austin, TX, USA)

Website Rebrand Contract with the Creative Services Team

Updated and rebranded 200+ datasheets, white papers, case studies, data graphics, decks, templates and e-books across digital, web and print, with region-specific versions. Created social and website imagery for the launch, keeping every asset on brand while extending the design system for longevity.

London Transport Museum \ *Graphic Designer*

2019 (London, UK)

Contracted 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 graphics. Designed large-scale vinyl art for glass balcony and permanent signage for the Museum.

Unruly \ *Senior Graphic Designer*

2018 (London, UK)

Contracted designer on Unruly's global rebrand. Developed Supporting Partners Brand Guidelines to extend the core brand system, updated print and digital collateral for global audiences, and applied artwork to the booth concept for DMEXCO, one of the world's leading digital marketing conferences, working from the printer's wall specs and templates. Designed matching DMEXCO campaign assets across channels.

Transport for London \ *Lead Graphic Designer*

2017 -2018 (London, UK)

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

MassChallenge \ *Global Creative Designer*

2015 - 2017 (London, UK)

Promoted from London office designer to global office, reported to HQ Boston Brand Manager worked alongside CMO in London

Primary designer for all global startup accelerators 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 Report end-to-end including printers. Led production design for global Awards Ceremony across all int'l locations. Designed all graphics for events, print & digital campaigns. Videographer for interviews & Awards Ceremony.

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SKILLS

TECH

Adobe Creative Cloud:
Illustrator, InDesign
Photoshop, Premiere Pro,
After Effects, Lightroom
Final Cut Pro
Procreate
MS PowerPoint
Google Slides
Figma
Canon 5Dmkii
HTML/CSS

LANGUAGES

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

OTHER

Pottery
Illustration
Handlettering
Origami
Cycling

EDUCATION

Boston University

MSc Media Ventures
(Entrepreneurship & Digital Innovation)

BFA Graphic Design
Minor, Advertising