



Karen Tsai

Graphic Designer & Illustrator

(562) 659-1925
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Experience

UI & Graphic Designer

Alleyoop | 2018 - Present

Created lines of branded packaging and product
Developed print and digital materials for retailers
Improved UX and UI for site design and custom icons
Executed marketing collateral like ads, banners, email flows
Created motion graphics to drive social engagement

Social Media Graphic Designer

BH Cosmetics | 2017 - 2018

Developed designs for social media, re-establishing brand image
Stylized advertising on mobile platforms for target audience
Helped brand reach over 2 million followers on Instagram

Freelance Graphic Designer

Karen Tsai Designs | 2016 - Present

Web, Email, and Logo Design
Designed logos and print materials for startups and nonprofits.
Helped small businesses find voice and establish branding

Junior Graphic Designer

McHale Design | 2016

Assisted supervisors with creating package dielines/designs.
Developed advertising graphics and banners for big brands

Arcade Creative Intern

Sony Music Entertainment | 2013

Created concepts and designs for promotional materials/events
Researched and developed concepts for interactive campaigns

Education

Cornell University

Class of 2015

Bachelor of Fine Arts
Minor in Creative Writing

Technical Skills

Illustrator	Retouching
Photoshop	InDesign
Premiere	Final Cut Pro
After Effects	HTML/CSS
Photography	Javascript/JQuery

Other Skills

Creativity	Ability to Learn
Self-Motivation	Good with Critique
Team Player	Analytics
Problem Solving	eCommerce
Communication	Attention to Detail

For work samples, please visit

karentsai.com