

Karen Iwami PowerPoint Presentation & Graphic Design Portfolio

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Hi! I'm Karen, A Multi-Disciplinary Designer That Enjoys Creating Eye-Catching Presentations & Collateral

- I learned to create master PowerPoint templates, and format client decks while working at an event production studio
- Many projects also involved creating matching collateral including:
 - Signs & banners
 - Name badges
 - Promotional products
 - Advertisements
 - Email design
 - Catalogs
- I can transform text and data into visually engaging designs that captivate audiences through:
 - Layout design
 - Custom icons
 - Effective color use
 - Photo editing
 - Infographics
 - Design principles
- My clients included Fortune 100 companies across various industries, such as automotive, healthcare, and consumer products

To protect client confidentiality, I have redacted certain content and replaced it with placeholder text and similar photos. However, the design's structure, layout, and overall integrity remain true to the original work. All logos, trademarks, and images used in this design are the property of their respective owners. Any use of these assets is solely for illustrative purposes and does not imply affiliation or endorsement by the designer.

Skills

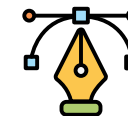
When designing, my goal is to create intentional, impactful designs that align with project objectives.



Strategy



Brainstorming



UI/UX



Production



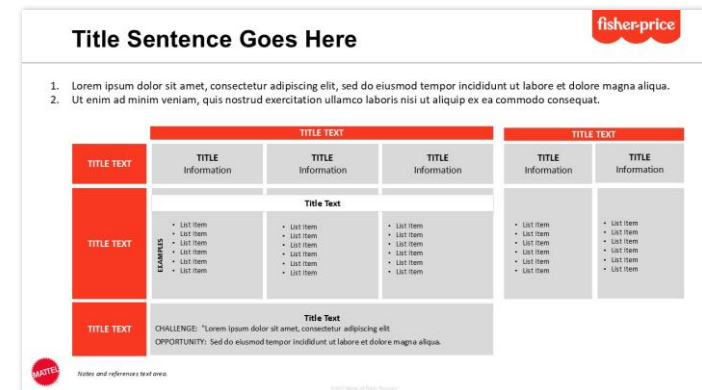
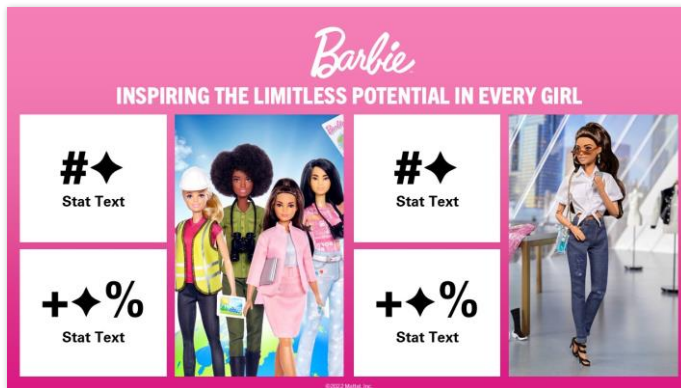
Innovative



Adaptable

Text Transformed into Captivating Visual Slides

- Whether it's data, text, or images, I can transform it into thoughtfully designed slides that captivate and engage audiences. My designs balance creativity with clarity, ensuring the message is easily understood.
- Examples of these slides include displaying data, a collage of images, an event calendar, and information displayed in a grid format for quick & easy readability.



Multiple Theme Concepts for Clients to Choose From

- I provide clients with a variety of design themes to choose from, each tailored to their needs and brand identity. Clients can select a single theme or mix and match elements from different options to create a unique look. We collaborate closely to refine the chosen theme, ensuring the final design perfectly aligns with their vision and objectives.
- If the presentation is for a special event, I first design logo options for the client to choose from. The theme is then built around the logo.
- For the example below, Toyota and the Petersen Auto Museum collaborated on a *Back to the Future*-themed event. I designed multiple logo concepts and presentation layouts for them to review. I proposed using yellow, orange, and red as the primary colors, inspired by Toyota's retro palette and the iconic hues of the *Back to the Future* logo.

INSPIRATION



CONCEPTS



TOYOTA TYPE SEMI-BOLD 32 PT. TITLES ARE ALL CAPS

- Toyota Type 28 pt.
- Toyota Type 24 pt.
- Toyota Type 20 pt.
- Toyota Type 18 pt.
- Bullet text is sentence case



Toyota Type Semi-Bold 32 Pt. Titles Are Sentence Case

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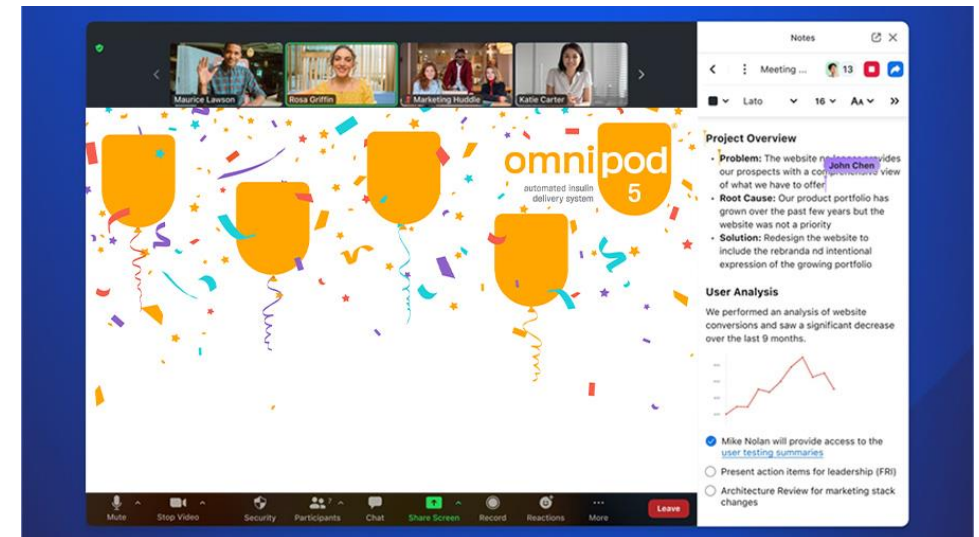
Comprehensive PowerPoint Master Templates

- I can design extensive PowerPoint master templates with a wide variety of layout options. These templates are designed to empower corporate teams to easily find layouts that suit their specific needs and seamlessly plug in their content.
- During my process I keep in mind that many users may not be familiar with PowerPoint design, so I prioritize simplicity and functionality, ensuring the templates are intuitive, flexible, and user-friendly.
- I also have to consider how information will be read by the viewer. It needs to be quick & easy to identify different sections, and highlight important areas.
- In the example shown, I designed a 30+ slide template for one of Insulet's corporate teams.



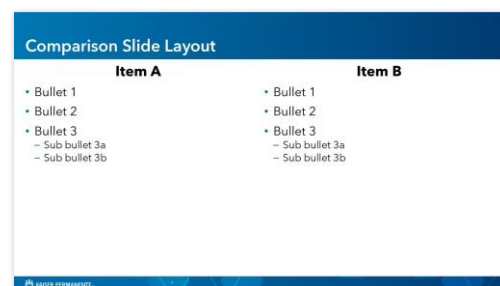
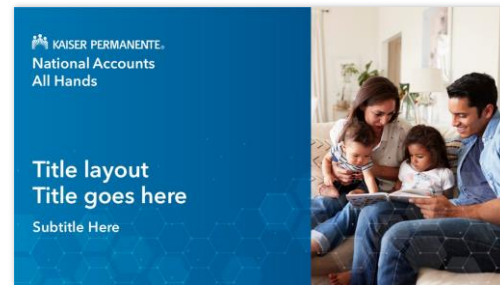
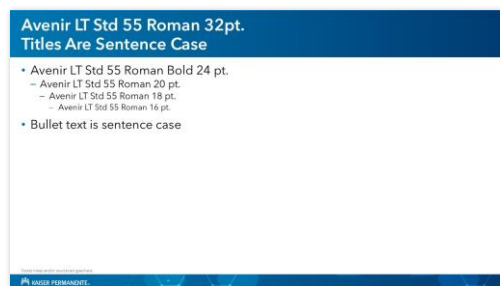
Deck Design with Cohesive Marketing Collateral

- My presentation design work has included creating cohesive marketing collateral. Shown here, a company was celebrating a product release. I designed online advertisements in various sizes for social media and websites, as well as virtual backgrounds for employees to celebrate during meetings.
- Additionally, using my web design experience I coded an email design from scratch using HTML, CSS, and custom graphics to ensure compatibility across various email platforms and devices.
- My focus was on delivering visuals that enhanced the event experience while maintaining a professional and polished aesthetic across all mediums.



Innovative Designs Aligned with Brand Standards

- For this project, Kaiser needed PowerPoint designs for several events. My role was to create multiple theme options for each event, allowing the client to choose the one that best fit their needs. In addition to the presentations, I designed matching collateral so that the design throughout the event was cohesive.
- In the collateral shown below, I designed event signage to guide attendees throughout the venue, along with personalized name tags. The back of each name tag included the attendee's schedule, combining functionality with professionalism. I created the name tags in InDesign and exported them as editable PDFs, allowing an employee to input the necessary information for printing.



Designed for Various Screen Sizes

- I can design presentations in a variety of sizes, including custom formats for multi-display setups at events. I'm able to reformat and resize existing templates to fit different dimensions while maintaining visual consistency.
- I also have the expertise to extend background images seamlessly, ensuring a polished and professional appearance across all slides, whether it's photoshopping images, or creating new assets in Illustrator.
- Shown here, the original 16:9 artwork was made by another designer who wasn't on-site for the event. The design needed to fit a large widescreen display. I made sure to stay true to the original style when adding the train, trees, flying car, and more clouds.



Thank You

I appreciate your time!

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