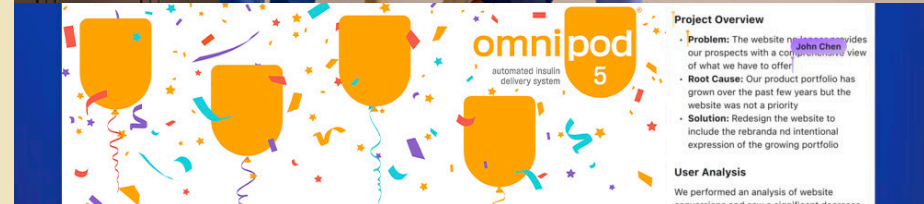


# Karen Iwami


## Graphic & Web Design Portfolio

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.




# Karen Iwami

 Murrieta, CA

 [karen@opalstone.design](mailto:karen@opalstone.design)

 [opalstone.design](https://opalstone.design)

 [linkedin.com/in/kareniwami](https://linkedin.com/in/kareniwami)

## Objective

Creative and detail-oriented graphic and web designer with over 10 years of experience developing visual solutions across branding, marketing, and digital platforms. Skilled in translating strategy into clean, compelling design that aligns with business goals. Seeking to contribute to a collaborative team where design, communication, and innovation drive impactful results.

## About Me

I'm a multidisciplinary designer with a strong foundation in visual communication and a passion for purposeful design. I've worked across diverse industries, creating cohesive visual systems that support branding, marketing, and digital experiences. From concept to execution, I bring clarity to complex ideas and craft designs that are both visually impactful and strategically aligned. I'm highly proficient in a wide range of tools and platforms, and I approach every project with attention to detail, adaptability, and a problem-solving mindset.



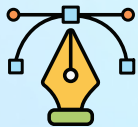
**Brand  
Strategy**



**Adaptable**



**Team  
Collaboration**



**UI/UX  
Design**



**Creative  
Thinking**



**Software  
Versatility**

## Education

**Bachelor of Science, Graphic Information Technology** · Arizona State University  
Secondary focus in Entrepreneurship · Graduated Cum Laude, 2021

## Languages

Spanish · Fluent | English · Fluent

## Experience

### Graphic & Web Designer

**Self-Employed** · Remote · July 2017-Present

- Collaborate with businesses to create cohesive brand identities and design marketing collateral, email graphics, and product packaging including labels using Adobe Creative Suite
- Design and build websites using platforms like Webflow and Wordpress, while providing support with tools such as Google Analytics and Google Workspace to enhance functionality and visibility

**Barco Uniforms (Contract)** · Jan 2018-April 2020 | **Kindthread (Contract)** · Jan 2022-Oct 2024

- Edited high-quality product and lifestyle images for print and e-commerce, ensuring consistency in color, lighting, and retouching across all visuals
- Designed multi-page product catalogs from concept to final layout, aligning with brand guidelines and seasonal marketing campaigns

### Graphic & Presentation Designer

**AV Masters** · Remote · June 2022-June 2025 | **TLC Creative** · Murrieta, CA · Dec 2021-May 2023

- Collaborated with studio, and corporate teams to develop PowerPoint presentation templates, and marketing materials for high-profile brands such as Mattel, Toyota, Nestlé, and Kaiser Permanente
- Produced branded graphics, large-scale event collateral, and videos under tight deadlines

### Graphic Designer & Photo Editor

**Firmiana Fashion** · Murrieta, CA · Nov 2018-June 2021

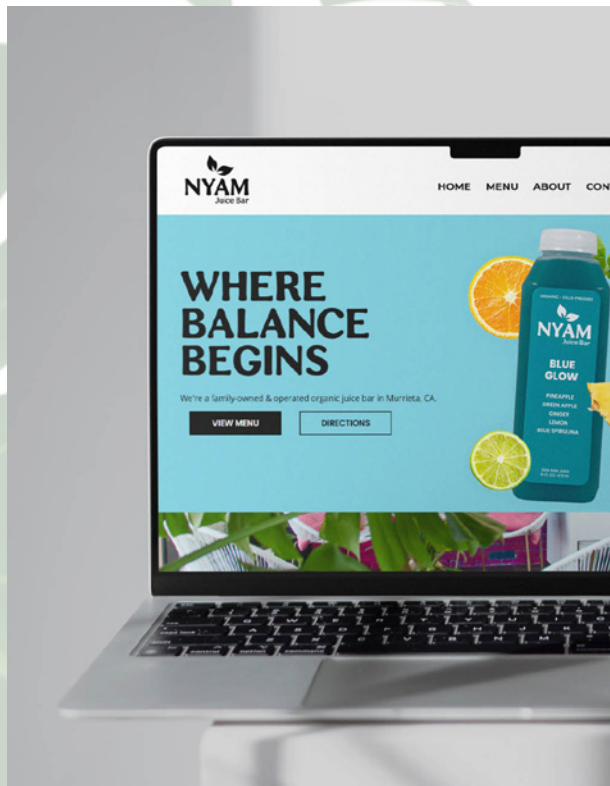
- Edited photos of apparel, models, and created ghost mannequins ready for pattern application
- Designed and developed seamless patterns optimized for textile printing using Adobe Illustrator, and Photoshop



## NYAM Juice Bar

/ Creative Direction • Graphic & Web Design

NYAM was a local business offering organic juices and healthy food. They needed a brand refresh to better reflect its values and appeal to its audience. I redesigned the logo, and bottle labels to be clean, bold, and modern with strong shelf presence. Supporting materials included a loyalty card inspired by their interior decor, a Z-fold brochure that clearly organized a dense menu, custom business cards for wholesale and events, and ingredient-driven social media graphics designed to boost engagement and sales. I also designed a website with a full menu, and product photos.



BRANDING

WEB DESIGN

DIGITAL

PRINT

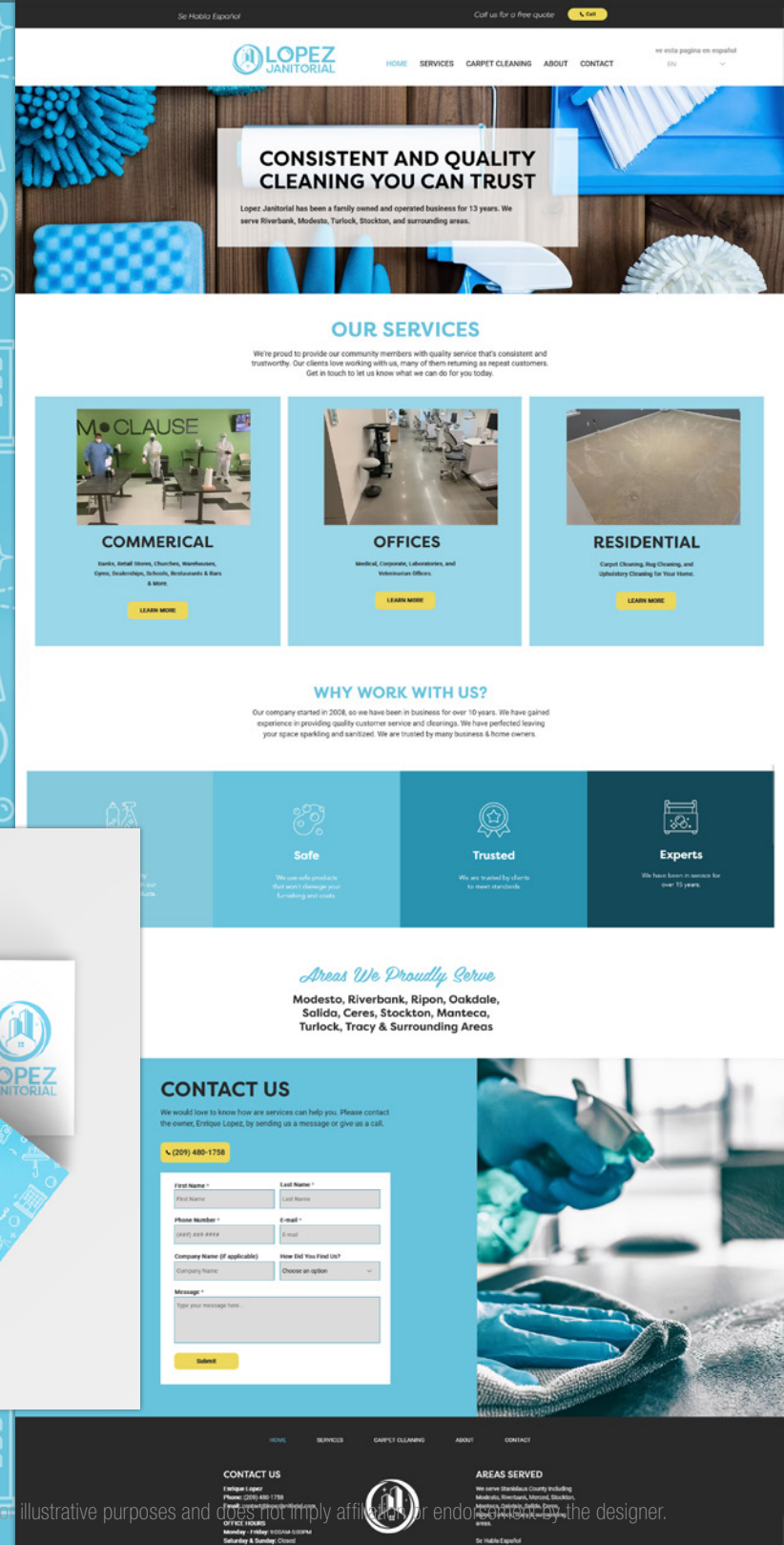
PHOTO EDITING



## Lopez Janitorial

### / Creative Direction • Graphic & Web Design

Lopez Janitorial is a family-owned business serving both residential and commercial clients. They needed a brand identity that felt professional yet approachable, as well as a website to help generate leads. I developed a full brand package including a custom logo, icon-based pattern design, color palette, typography system, and business cards. My goal was to convey cleanliness, and trust for both businesses and residents. For their website, I built a modern, bilingual WIX site that's easy to navigate and informative. I also wrote the site copy to ensure consistency between visuals and messaging, and set up their Google Workspace for a professional email presence.



BRANDING

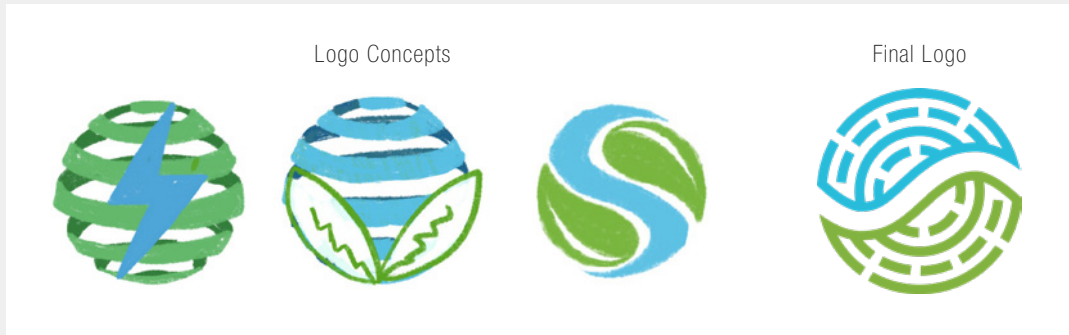
WEB DESIGN

DIGITAL

PRINT

PHOTO EDITING





## Sunbrook Solar Power

/ Graphic Design

Sunbrook Solar is a solar panel company that needed a logo to establish their brand identity. I presented a range of logo concepts, and we ultimately selected a round design symbolizing a green hill beneath a blue sky—reflecting sustainability and clean energy. Alongside the logo, I designed supporting materials including business cards, banner graphics, and a Word letterhead template for professional correspondence. I also created a custom t-shirt design for the company's softball team, helping extend the brand into team and community engagement.

All logos, and trademarks used in this design are the property of Sunbrook Solar. Any use of these assets is solely for illustrative purposes and does not imply affiliation or endorsement by the designer.



BRANDING

WEB DESIGN

DIGITAL

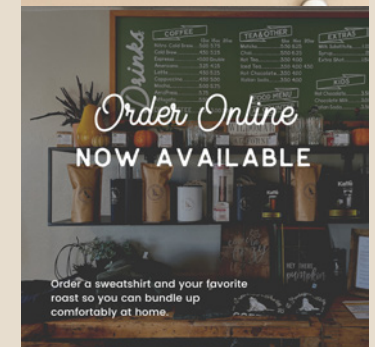
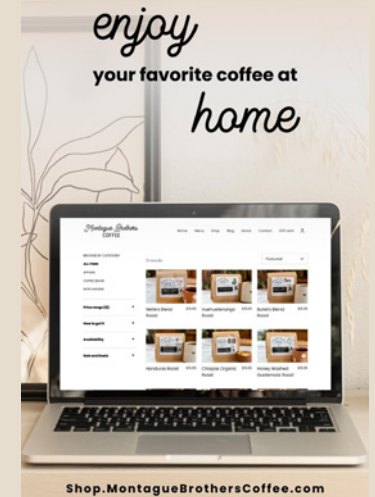
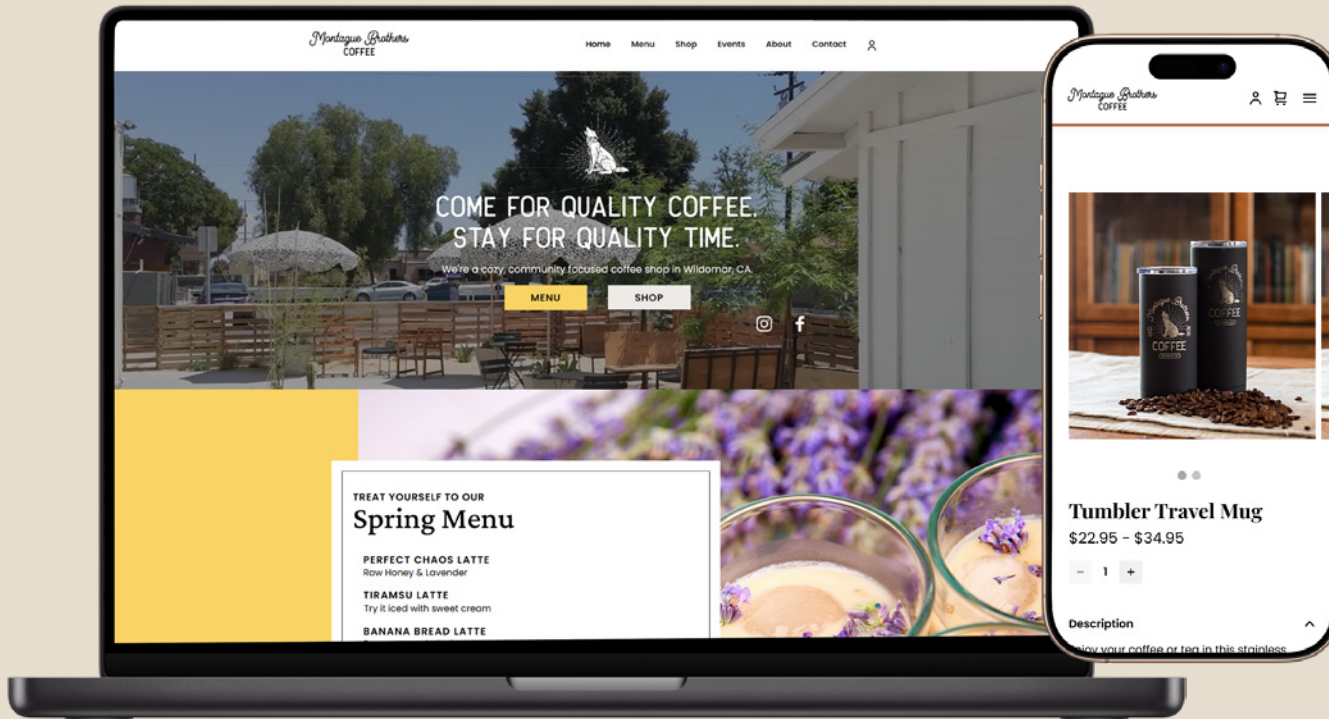
PRINT

PHOTO EDITING

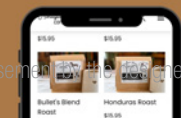
# Montague Brothers Coffee

## / Graphic & Web Design

Montague is a family-owned coffee shop with a modern-ranch style vibe. I designed a responsive website in Webflow that reflects the shop's rustic charm, using a green, gold, and cream color palette with natural textures. The site is fully integrated with Square for easy inventory and financial tracking. For shop merchandise, I created event t-shirts and stickers inspired by summer movie nights (Jurassic Park and The Sandlot). A vintage-style muffin and cortado illustration became a customer favorite. Customers love to support the shop, so they've even requested designs be re-printed.



ONLINE ORDERING IS  
*Now Available*



BRANDING

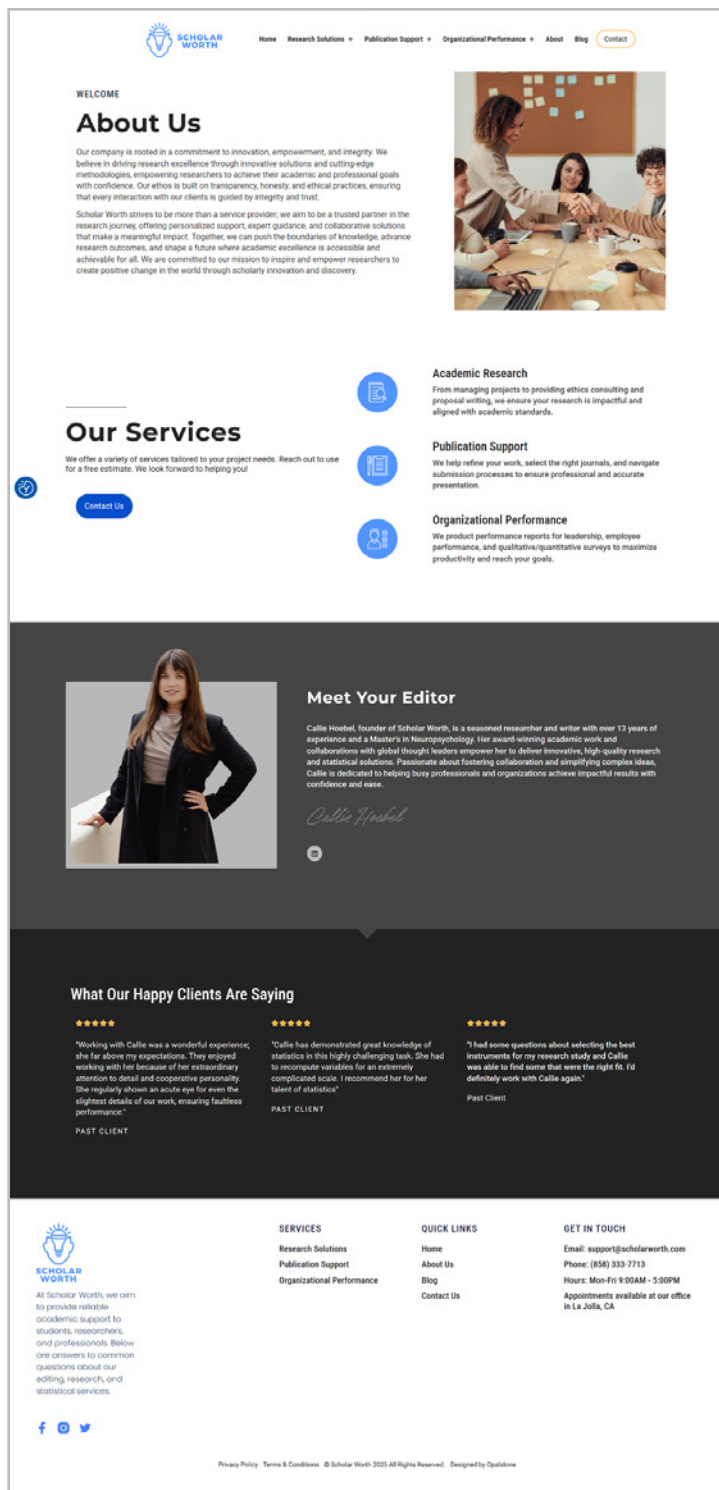
WEB DESIGN

DIGITAL

PRINT

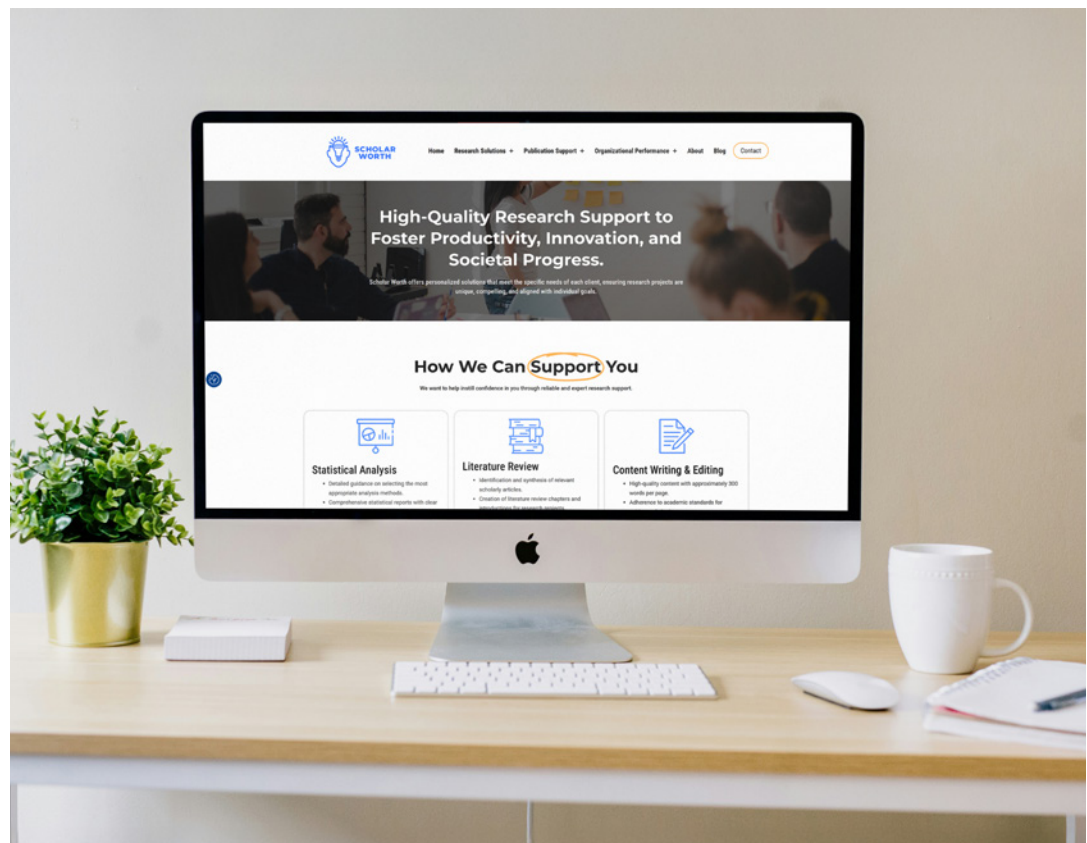
PHOTO EDITING





## Scholar Worth / Web Design

Scholar Worth is a professional editing business that serves academics, scientists, and scholars by reviewing and refining research papers. I designed a clean, minimalist WordPress website that communicates the owner's expertise in both academic research and editing. The homepage delivers clear, focused messaging, while a dedicated services section outlines offerings, pricing, and turnaround times. To streamline inquiries, I built a user-friendly contact form and a custom questionnaire page, making it easy for potential clients to request estimates. The design reflects professionalism and trust, using the brand's existing color palette and typography system to create a modern, accessible experience.



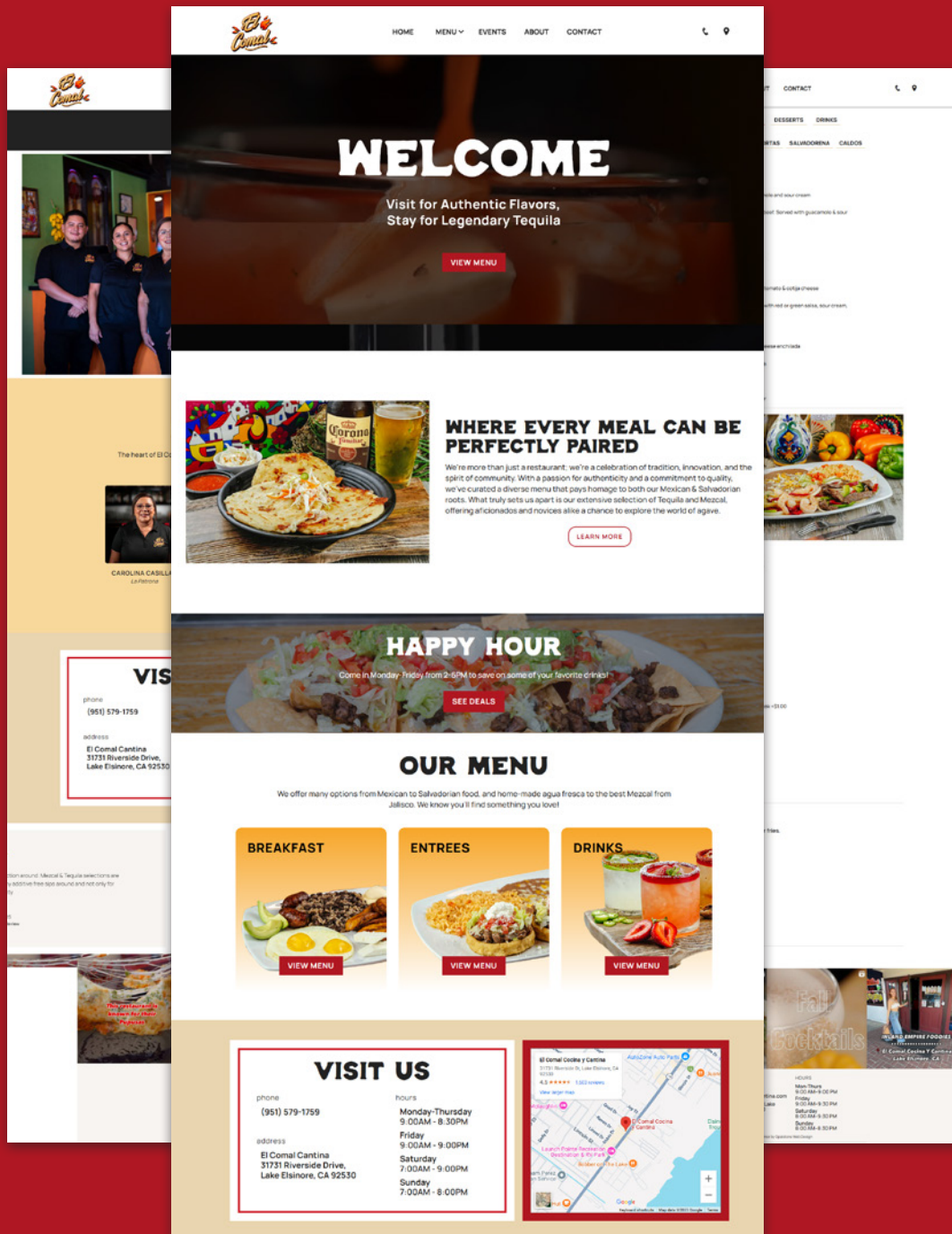
BRANDING

WEB DESIGN

DIGITAL

PRINT

PHOTO EDITING



BEFORE



AFTER

## El Comal Website / Web Design

El Comal Cantina y Cocina is a vibrant Mexican and Salvadoran restaurant known for its rich cuisine and extensive tequila and mezcal bar. They needed a complete website overhaul to modernize their online presence. I designed a sleek, fully responsive website in Webflow that reflects the restaurant's cultural energy while providing a seamless experience across all devices. To enhance usability, I replaced static PDF menus with an interactive, easy-to-navigate menu system featuring filters and categories—making it easier for customers to explore food and drink options on-the-go.



#### OUR MISSION

## Empower, heal, and transform lives through trauma-informed personal training



At Weights N Wellness, we believe that everyone deserves to feel safe and strong in their bodies. We understand that mental health (including trauma) can have a profound impact on the body and mind. Here we'll strive to connect individuals with passionate, informed personal trainers to help regain control of their well-being.

How did you have the idea?  
What have you done to get here?  
When did you open your doors?

Everyone can benefit from our program, regardless of their age, gender, or fitness level.

If you are interested in learning more about our program, please contact us at [contact@weightsnwellness.com](mailto:contact@weightsnwellness.com). We're happy to answer any of your questions.



[Home](#) [Services](#) [About](#) [Contact](#)

# WHERE WARRIORS ARE MADE.

At Weights N Wellness, we're here to guide and support you while you go through a journey of self-discovery & healing. We'll help you strengthen your body + mind through weightlifting and managing mental health symptoms.

OUR SERVICES

soon as possible.

#### Connect With Us

First name \*

Last name \*

E-mail \*

Phone Number \*

Message \*

Please tell us a little about who you are and how we can help you. You are not required to include any private medical information.

How did you hear about us?

Please choose one

## Weights N Wellness / Graphic & Web Design

Weights N Wellness is a gym dedicated to supporting teens and men in achieving both mental and physical wellness. I designed a modern, responsive WIX website that motivates visitors while presenting class options and simplifying the contact process. The site features bold visuals, subtle animations, and uplifting messaging to inspire trust and drive engagement. Key offerings like personal training and group sessions are prominently highlighted. The About page tells the owner's story in depth, outlining his credentials and personal journey to connect with clients authentically. A built-in contact form provides a direct line of communication, making it easy for visitors to reach out.



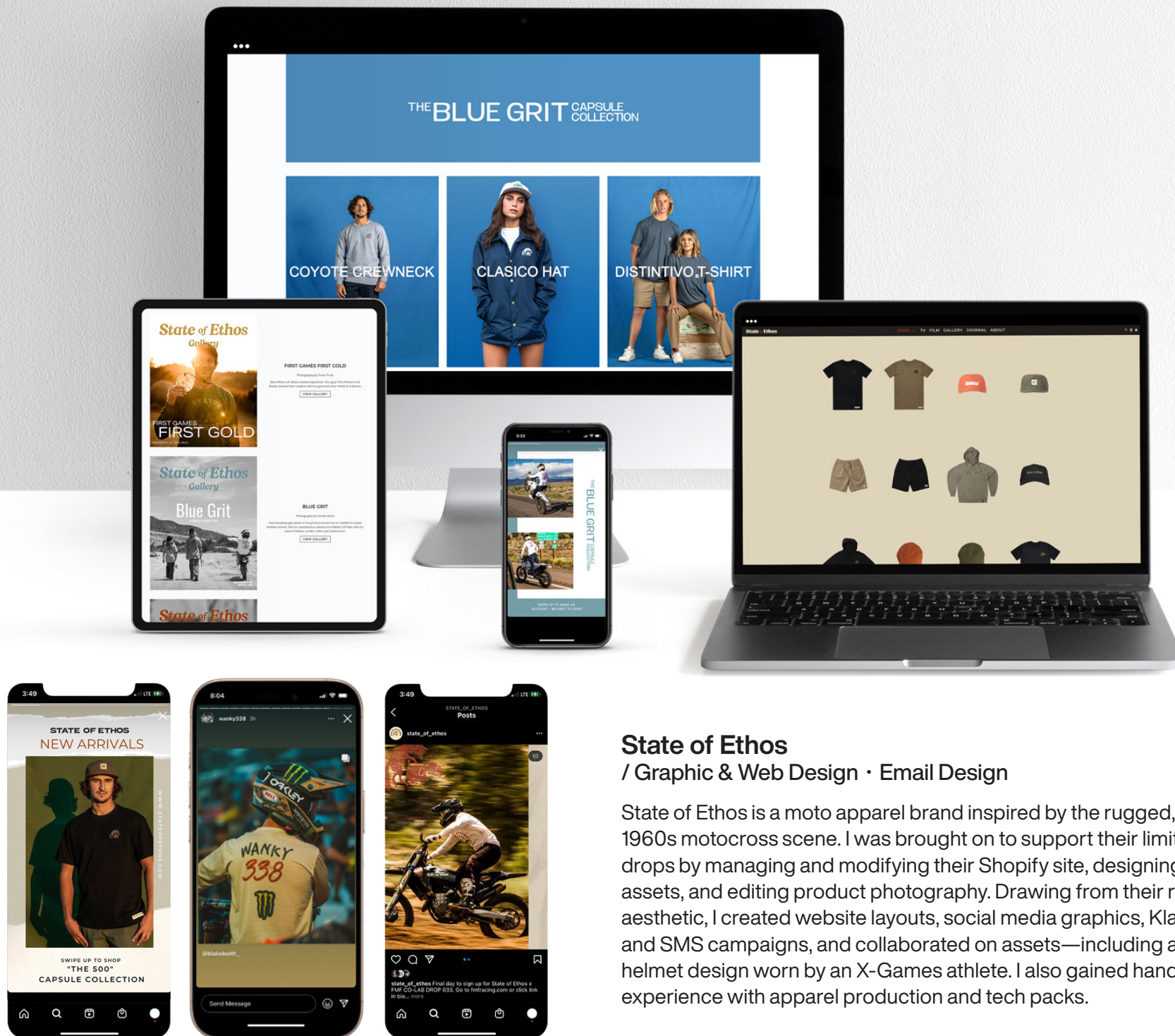
BRANDING

WEB DESIGN

DIGITAL

PRINT

PHOTO EDITING



## State of Ethos

/ Graphic & Web Design • Email Design

State of Ethos is a moto apparel brand inspired by the rugged, vintage 1960s motocross scene. I was brought on to support their limited-edition drops by managing and modifying their Shopify site, designing marketing assets, and editing product photography. Drawing from their retro racing aesthetic, I created website layouts, social media graphics, Klaviyo email and SMS campaigns, and collaborated on assets—including a custom helmet design worn by an X-Games athlete. I also gained hands-on experience with apparel production and tech packs.



**BACK**  
TO THE FUTURE

**ACCELERATE**  
TO NOW

**ACCELERATE**  
TO NOW



## Toyota × Petersen Museum / Presentation Design

For an event hosted by Toyota of Southern California in partnership with the Petersen Auto Museum, I was tasked with creating logo concepts and presentation theme options inspired by the movie “Back to the Future”. I developed multiple logo designs in Illustrator and built custom PowerPoint templates that reflected the event’s nostalgic tone. Drawing from Toyota’s retro branding and the film’s iconic color palette, I proposed a bold scheme of yellow, orange, and red. The final presentation template was delivered to the Toyota team for internal use and showcased during the event.




**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




**Today's Agenda**

- 1 Talking Point 1
- 2 Talking Point 2
- 3 Talking Point 3
- 4 Talking Point 4
- 5 Talking Point 5




**Title Text Goes Here |** Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis imperdiet tortor at ultrices cursus. In a cursus magna.




**THE ONLY** **WIRELESS Automated** **INSULIN DELIVERY SYSTEM**

✓ Automated Control  
✓ Simplified  
✓ Accessible




**4 Column with Images Slide Layout**




**COLUMN 1**

- Bullet 1
- Bullet 2
- Sub bullet 3a




**COLUMN 2**

- Bullet 1
- Bullet 2
- Sub bullet 3a



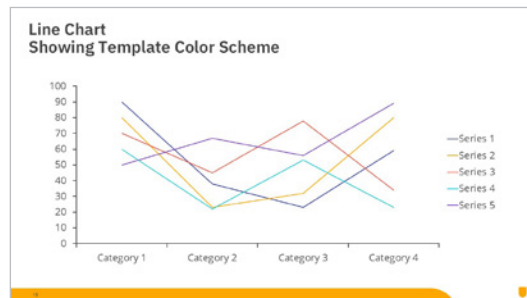
**COLUMN 3**

- Bullet 1
- Bullet 2
- Sub bullet 3a



**COLUMN 4**

- Bullet 1
- Bullet 2
- Sub bullet 3a




**Table Style**  
**Preset Formatting**

- New inserted tables use this preset formatting

	2022	2023	2024
<b>Division A</b>	10	20	30
<b>Division B</b>	40	50	60
<b>Division C</b>	70	80	90

**Title Text | Header Text Goes Here**

Challenges	Responses
<b>HEADER TEXT:</b> Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis imperdiet tortor at ultrices cursus. In a cursus magna.	<ul style="list-style-type: none"> <li>• Bulleted item 1</li> <li>• Bulleted item 2</li> <li>• Bulleted item 3</li> <li>• Bulleted item 4</li> </ul>
<b>HEADER TEXT:</b> Lorem ipsum dolor sit amet, consectetur adipiscing elit.	<ul style="list-style-type: none"> <li>• Bulleted item 1</li> <li>• Bulleted item 2</li> </ul>
<b>HEADER TEXT:</b> Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis imperdiet tortor at ultrices cursus.	<ul style="list-style-type: none"> <li>• Bulleted item 1</li> <li>• Bulleted item 2</li> </ul>
<b>HEADER TEXT:</b> Lorem ipsum dolor sit amet, consectetur adipiscing elit.	<ul style="list-style-type: none"> <li>• Bulleted item 1</li> <li>• Bulleted item 2</li> </ul>
<b>HEADER TEXT:</b> Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis imperdiet tortor at ultrices cursus.	<ul style="list-style-type: none"> <li>• Bulleted item 1</li> <li>• Bulleted item 2</li> </ul>




**2 Column with Image Layout**  
**Secondary Title Text Goes Here**

**Title Goes Here**

- Bullet 2
- Bullet 3
- Sub bullet 3a
- Sub bullet 3b

**Title Goes Here**

- Bullet 2
- Bullet 3
- Sub bullet 3a
- Sub bullet 3b



**3 Column Slide Layout**

**COLUMN 1**

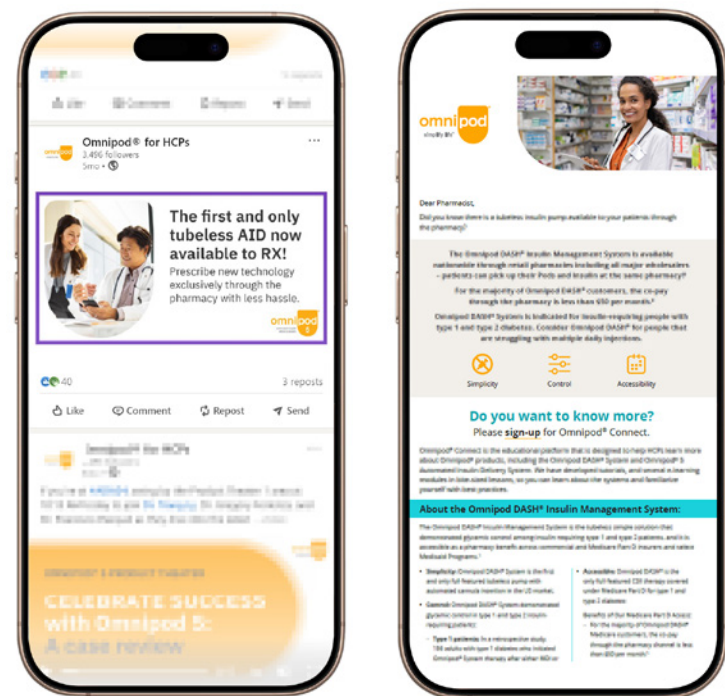
- Bullet 1
- Bullet 2
- Bullet 3
- Sub bullet 3a
- Sub bullet 3b

**COLUMN 2**

- Bullet 1
- Bullet 2
- Bullet 3
- Sub bullet 3a
- Sub bullet 3b

**COLUMN 3**

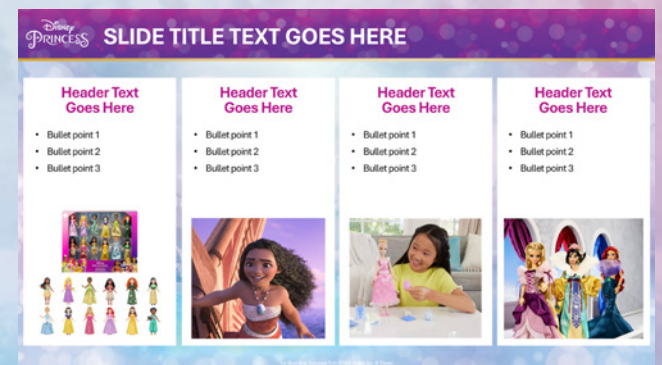
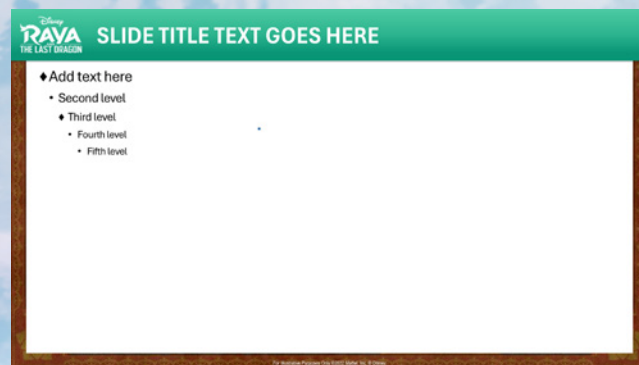
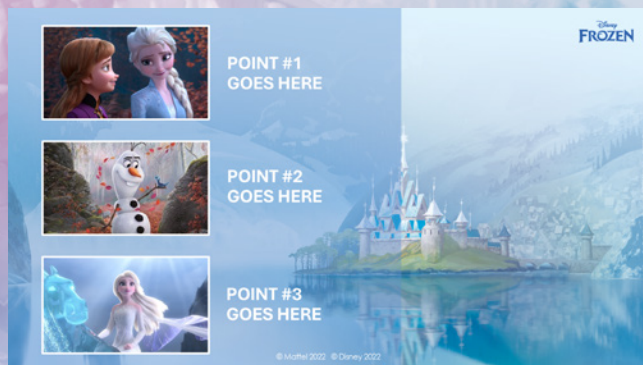
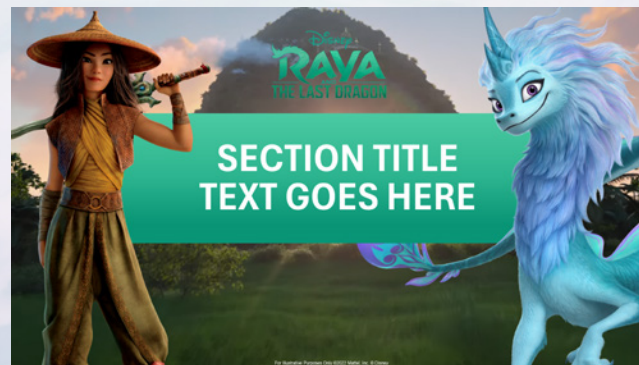
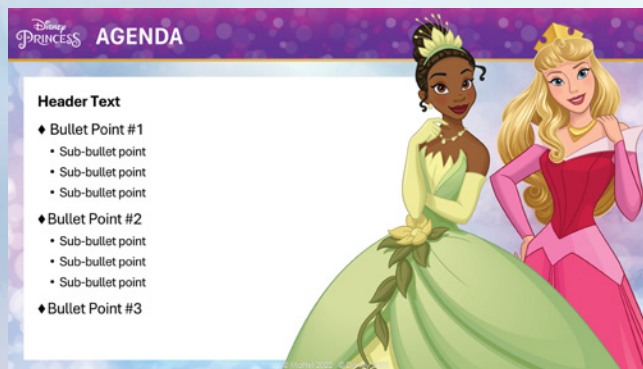
- Bullet 1
- Bullet 2
- Bullet 3
- Sub bullet 3a
- Sub bullet 3b



**Insulet**  
**/ Presentation Design • Ad & Email Design**

Insulet, maker of the Omnipod insulin pump, needed both a PowerPoint master template and marketing collateral for a product launch. I created a master template with over 30 slide options that was minimal, easy to use, and highly functional for teams. My approach emphasized simplicity and intuitive design, organizing content with clear hierarchy and readability. I also delivered a cohesive suite of supporting assets including digital ads, virtual meeting backgrounds, and a launch email coded with HTML, all while ensuring visual consistency across platforms.

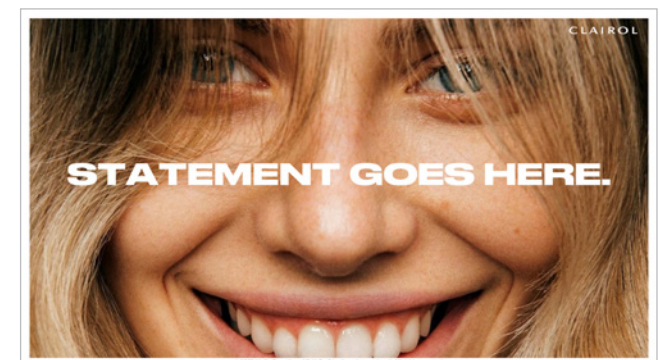
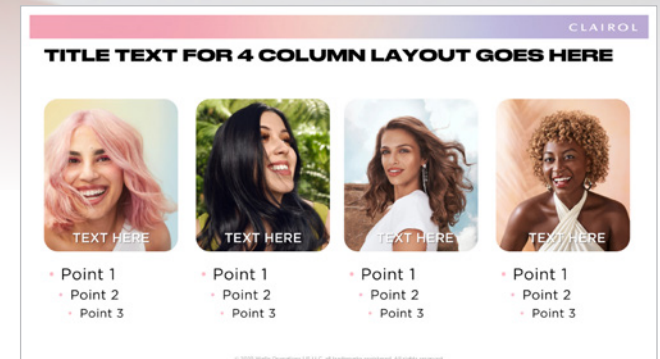
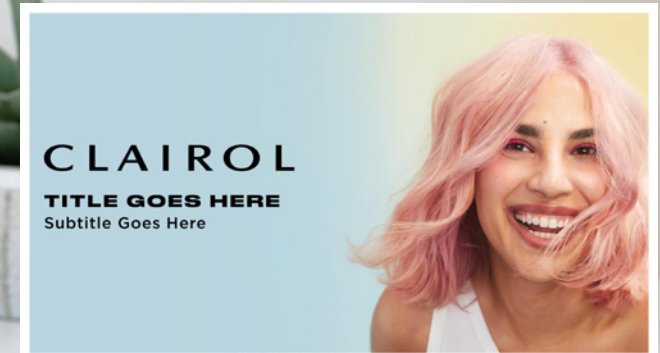
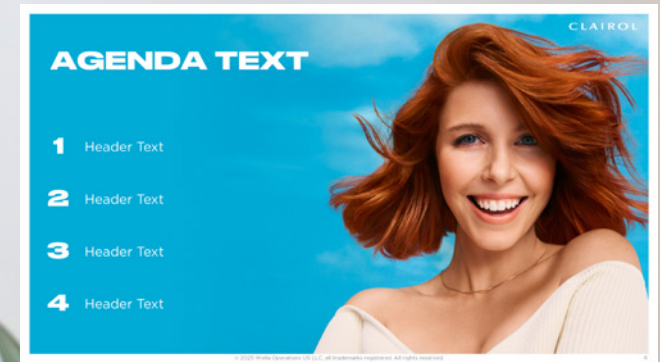
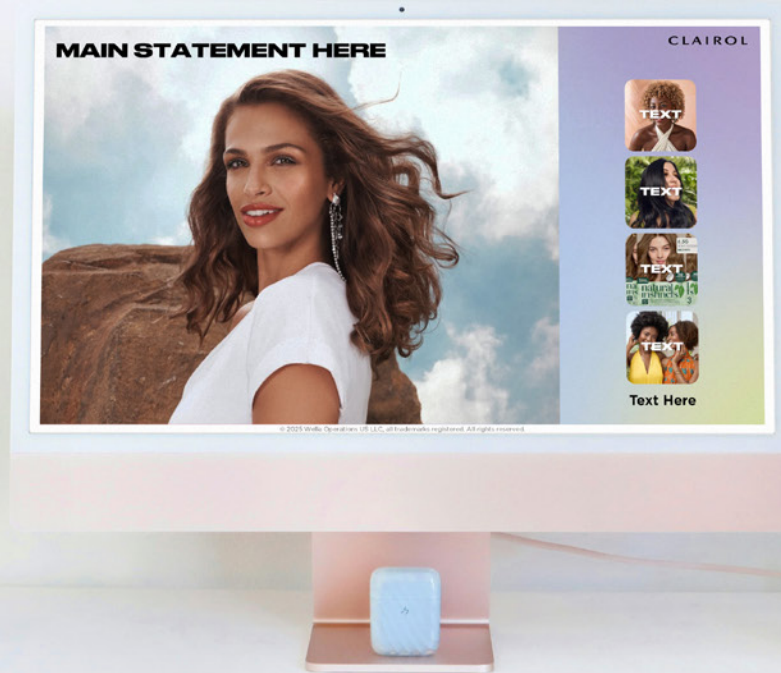




## Mattel x Disney Princess / Presentation Design

Designed a versatile PowerPoint master template system for the Disney Princess brand that balanced core branding with the unique identities of each princess. The system included flexible layouts, custom title slides, and brand-consistent visuals, enabling easy internal use and updates. The template was used for Mattel town hall events, where executives, and department heads share important updates, recognize achievements, upcoming releases, and align the team on business goals and priorities.





## Clairol / Presentation Design

Clairol, a hair color and product company with various sub-brands, needed a robust internal presentation system. I designed a PowerPoint master template with over 50 slides, including title slides, section dividers, content layouts, data visualizations, and tables. The templates offered teams flexibility to present a range of content while staying within brand guidelines. I ensured brand consistency across Clairol and Clairol Professionals, allowing for subtle variation in tone, layout, and color. My focus on typography, hierarchy, and balance created a professional yet adaptable system.



/ Photo Editing · Graphic Design

The image displays five printed materials for a chef's uniform brand, arranged in a fan-like pattern. The top-left material is a magazine cover titled "COOKING TOGETHER Fall 2022", featuring a man and a woman in chef's uniforms. The top-right material is a catalog page titled "MODERN ESSENTIALS", showing various uniform items like jackets, shirts, and pants, along with a "FIT GUIDE" section. The bottom-left material is a catalog page titled "TABLE OF CONTENTS", listing items such as "QUICK COOL", "LEGACY COATS", "LEGACY PANTS", "LEGACY APRONS", "PERFORMANCE TWILL", "HATS", "SIZE CHART", and "EMBROIDERY". The bottom-right material is a catalog page titled "OUR WEAR, YOUR JOURNEY", featuring a man and a woman in chef's uniforms and a "FIT GUIDE" section.



## Landau Uniforms

### / Photo Editing · Graphic Design

Landau, a scrub company for healthcare professionals, needed a clean & organized sales catalog to showcase its product line. I developed multiple layout concepts, ultimately refining the chosen design into a professional, brand-aligned catalog. The layout includes product info, color variants, close-up images, and a color matrix with technical flats for easy reference. Attention to spacing, typography, and visual clarity ensured the catalog was easy to read, ready for print and digital distribution, and built for easy future updates.

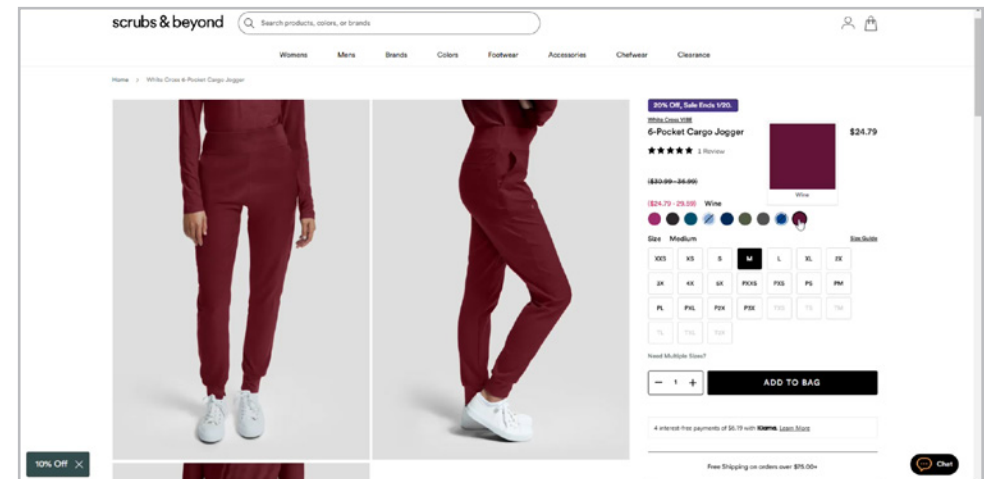






## Merrel Home / Photo Editing

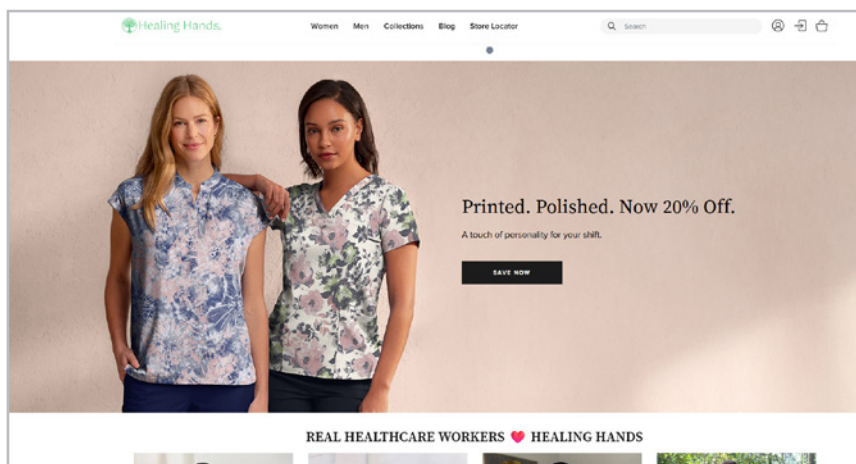
Meranti Home is a home brand that sells products on Amazon. I was contacted to edit product photos for their children's placemats. Using Photoshop I color-corrected images, adjusted uneven lighting, cleaned up imperfections, created realistic backgrounds, and ensured consistent, high-quality visuals that meet the brand's standards.



## Kindthread (Landau, White Cross, VIBE) / Photo Editing & Retouching

I retouched thousands of product and model images for use across ads, catalogs, and e-commerce. Using Lightroom and Photoshop, I handled color correction, wrinkle smoothing, background extensions, garment recoloring, and even fabric pattern applications with perspective-accurate warp effects. I worked closely with Pantone color chips to ensure true color accuracy. The final visuals upheld brand quality and provided a polished, natural look that elevated product presentation.








## Careismatic (Dickie's, Med Couture, Healing Hands) / Photo Editing & Retouching · Graphic Design

Similar to Kindthread, I've edited hundreds of photos for Careismatic to use across platforms. I used Lightroom for color grading, then Photoshop to smooth fabric wrinkles, remove imperfections, apply/fix makeup, change apparel colors, and extend backgrounds. I also used warp and liquify tools to apply patterns onto apparel that look realistic. To ensure color consistency, I matched apparel colors to Pantone color chips. With each photo, I maintained consistent, high-quality results that met professional standards.



# Thank You!

For More Information Please Contact Me

 [karen@opalstone.design](mailto:karen@opalstone.design)  [opalstone.design](https://opalstone.design)  [linkedin.com/in/kareniwami](https://linkedin.com/in/kareniwami)