

Kara Pierson

Global Senior Art Director • Creative Lead • Brand & Integrated Campaign Leader

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PROFESSIONAL SUMMARY

Award-winning creative leader with 10+ years in advertising and brand design, including 6+ years at SharkNinja leading creative for global product launches, DTC campaigns, and celebrity partnerships. Turns product and business strategy into bold, inclusive, culturally relevant brand experiences across digital, social, broadcast, packaging, and retail, directing cross-functional teams, global productions, and external agencies while protecting brand standards worldwide.

CORE COMPETENCIES

Creative Leadership: Creative Art Direction • 360° Campaign Concepting • Brand Strategy & Storytelling • Global Brand Guidelines • Team Leadership & Mentorship • Creative Authority for Developing and Adhering to Brand Standards

Marketing & Launch: Global Product Launches • Integrated & Cross-Channel Campaigns • DTC / E-Commerce • Go-to-Market • Celebrity & Brand Partnerships

Production: Photo & Video Direction • Casting & Styling • Packaging & Retail Design • Art Direction for CGI / Virtual Production

Tools: Figma • Adobe Creative Suite (Photoshop, Illustrator, InDesign) • Generative AI Workflows (Figma Weave)

PROFESSIONAL EXPERIENCE

SharkNinja | Global Consumer Products

2020 – Present

Global Senior Art Director, DTC, 2026 – Present

- Lead global go-to-market creative across the full digital footprint, from concept through launch, for new product introductions, brand-defining moments, and cross-channel campaigns. Present creative cross-functionally and to upper management.
- Manage a creative team of 8+ designers, freelancers, and art directors.
- Recent site optimizations for new product launches accounting for daily sales up by 50% on SharkNinja's DTC site post optimization.
- Direct global photo, video, and content production, holding every output to high brand standards across markets.
- Define, evolve, and protect global brand guidelines, adapting them for cultural and regional differences.
- Integrate AI-enabled workflows (Figma, Weave) to accelerate concepting and streamline production.
- Partner with copywriters, global marketing, external agencies, and creative directors for consistent execution.

Global Senior Art Director, Shark Beauty, 2023 – 2026

- Led social-first creative concepting, design, and art direction for global beauty product launches and integrated brand campaigns across digital, broadcast, social, and retail.
- Launched viral CryoGlow earning Shark Beauty the title *#1 Facial Device brand in the US* within 12 months.
- Directed large-scale global photo and video shoots, including NYFW campaigns, with stylists, photographers, and production teams.
- Managed celebrity partnerships from concept through planning, execution, and delivery, including video, photo, and events.
- Aligned product marketing, industrial design, and global teams around creative strategy tied to business initiatives.
- Championed DEI by establishing inclusive casting and storytelling standards for global campaigns; led a team of 5+ junior designers, freelancers, and art directors.

Art Director, Shark Home, 2020 – 2023

- Conceptualized, storyboarded, and executed digital video campaigns and DTC content for new product and category launches.
- Art directed photo and video shoots (wardrobe, set, shot lists), planning assets for digital, packaging, DTC sites, and social.
- Helped spearhead product launches for new categories; completed Associate in Management (AIM) pre-management program.

Senior Designer, Shark and Ninja brands, 2020

- Directed global visualization; designed packaging, in-store displays, and seasonal digital campaigns for product launches.

Decker Creative Marketing | Advertising Agency

2017 – 2019

Art Director (2019) • Junior Art Director (2018–2019) • Graphic Designer (2017–2018)

- Lead Art Director and Designer for CT Lottery: created integrated campaigns across TV, radio, social, digital, rich media, billboard, and transit, presenting strategy and rationale to clients and account teams.
- Spearheaded millennial-focused advertising; contributed to the agency rebrand (palette, visual plan, brand guidelines), new-business pitches, and conference presentations; mentored a production artist.

Shore Publishing Community Newspapers | Print & Digital Designer

2015 – 2017

AWARDS & EDUCATION

Award-winning launches – Allure Best of Beauty: CryoGlow (2025, 2026), Glam (2026), Chill Pill (2026), FlexStyle (2025), SpeedStyle (2024)

Ad Awards for Orange County (AAFOC), 2024 – Silver ADDY, Shark Sizzle | Bronze, Shark Robot Sizzle | Bronze, Shark Robot Single Spot

Ad Club CT Awards (2019, 2020) – Silver, Bronze, and Merit awards for digital, social, and web campaigns (CT Lottery, ConnectiCare)

University of San Diego – B.A., Communication Studies; Minors in Visual Arts & Anthropology; cum laude; Presidential Scholar, 2015