

Kara Pierson

Art Director • Senior Digital Designer

EXPERIENCE

Art Director – SharkNinja, 2020 – Present

- Conceptualize, storyboard, design, present, and execute digital video campaigns for new product development launches
- Develop digital campaigns for new product categories
- Art Direct photoshoots and video shoots – wardrobe, setting, shotlists – considering overall use of assets in terms of digital, packaging, direct-to-consumer sites, and social
- Assist in spearheading new product categories for the Shark – Hair Care and Air Purifier
- Onboard and mentor junior team members
- AIM Pre-Management course completion

Senior Digital Designer – SharkNinja, 2020

- Virtually Art Direct CGI home renderings and shots for new product development needs in collaboration with edelVIZ Architectural Visualization, Goa, India
- Work cross-functionally with teams to maintain larger vision across in-store displays, packaging/collateral and digital presence for fall robot product launches
- Design packaging and in-store displays for new product launches while incorporating feedback and larger goal thinking from executives and marketing partners
- Design and execute seasonal digital campaigns and adapt across all platforms
- Work closely with Senior Art Director and Copywriter on new innovative ideas for campaigns and brand positioning

Art Director – Decker, 2019

- Create innovative, integrated campaigns – television, radio, social media, point-of-sale, digital banners, digital video, rich media banners, billboards, bus wrap, landing page
 - Conceptualize, design, storyboard, present, implement, and finalize creative
 - Lead Art Director and Designer for CT Lottery Client
- Create campaign strategy and placement for social media
- Communicate design rationale and strategy to Account Executives and clients
- Spearhead advertising efforts geared toward engaging millennials
- Oversee and approve deliverables through all stages of pre-production and production
- Delegate work and mentor the Production Artist

Junior Art Director – Decker, 2018 – 2019

- Present campaign initiatives at conferences
- Food styling for website landing page
- Assist in rebranding the agency – color palette, visual plan, and brand guidelines
- Design logos for campaigns, brand extensions, and sets
- Manage agency social media platforms
- Manage competing deadlines for multiple clients in a fast-paced environment
- Assist in pitching new business and creating presentations

Production Artist – Decker, 2017 – 2018

- Design logos and manage design for campaigns and client projects
- Proficient in Adobe Creative Suite – InDesign, Photoshop, Illustrator
- Review graphics, color correction, and sizing for final deliverables

Print & Digital Designer – Shore Publishing Community Newspapers, 2015 – 2017

- Design and finalize advertisements for magazine inserts, newspapers, and online
- Create, develop, and design a new concept events page catered to young adults
- Food styling and photography featured in newspapers and online



CONTACT

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EDUCATION

University of San Diego

cum laude – May, 2015

Bachelor of Arts in

Communication Studies

Minors: Visual Arts, Anthropology

Presidential Scholar,

First Honors 2011 – 2015

Ursuline Academy of Dallas

summa cum laude – May, 2011

HONORS

• Ad Club CT Awards 2020

- Silver, Bronze, & Merit Awards for Integrated Online/Digital Campaigns, Social Media Campaigns, and Series of Ads for CT Lottery and ConnectiCare

• Ad Club CT Awards 2019

- Silver, Bronze, & Merit Awards for Integrated Online/Digital Campaigns, Social Media Campaigns, and Website Design for CT Lottery

• Girl Scout Gold Award

• National Society of Collegiate Scholars