JENNIFER KAROL

ART DIRECTOR

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Creative Strategist and Art Director with over 15 years of experience in branding, design, and advertising across Taiwan and U.S. markets. Bring cross-cultural insights to strategic planning, brand positioning, and creative content development, helping clients establish and grow their businesses. Translate business goals into actionable launch plans, cohesive brand identities, and integrated marketing campaigns. Combine strategic thinking with hands-on creative leadership to guide projects.

WORK EXPERIENCE

FREELANCER ART DIRECTOR
JUNE 2024 - PRESENT

Purple Leaf Creative - La Habra, CA

- Strategic Planning: Partner with clients to define business goals, target audiences, brand positioning, and marketing priorities, translating insights into actionable plans.
- Business & Brand Launch: Help clients establish new businesses by developing brand foundations, customer messaging, websites, and marketing materials that support launch and ongoing growth.
- Creative Content & Art Direction: Develop campaign concepts and create content for websites, social media, presentations, and print, ensuring a consistent brand voice and visual identity.
- Project & Client Management: Guide projects from discovery through delivery, coordinating timelines, budgets, and collaborators while aligning creative decisions with client objectives.

SENIOR DESIGNER / ART DIRECTOR
NOV 2019 - MAY 2024

Avery Products - Brea, CA

- Established the art direction of Avery Flagship product advertising campaigns, which included B2C and B2B marketing.
- Conceptualized and executed visually appealing designs for digital and video projects.
- Generates unique design and promotional concepts that promote each brand's position and identity while enhancing the experience for the consumer.
- Create concepts and designs with best practices in UX/UI in mind.
- Produce digital content by creating digital ads, GIFs, and animations across various platforms.
- Supervise and/or lead lower-graded staff.
- Worked closely with the internal team to understand their needs and goals and developed creative solutions to meet business goals.

SKILLS

- Conceptualization / Design Execution
- Creative Conception
- Brand Identity
- Marketing Strategies
- Art Direction for Digital, Video, and Print
- Team Management and Collaboration
- Photo Shoot Direction
- Communication Skills
- AI Content Creation

JENNIFER KAROL

COMPUTER SKILLS

- Adobe Creative Suite
- Adobe Firefly
- ChatGPT
- Perplexity
- Claude
- Canva
- OpenArt AI
- Figma
- MS Office

SPECIALTIES

Digital Marketing

Corporate Branding

CPG Packaging

Social Media

Promotional Materials

Graphic Design

Website Design

Video Editing

Print Design

Brand Style Guides

2D Animations

SKILLS

WORK EXPERIENCE

ART DIRECTOR
JUN 2017 - NOV 2019

GuruNanda LLC - Buena Park, CA

- Conceptualized and executed innovative packaging designs for major brands, including brainstorming, sketching, and creating prototypes and physical packaging mock-ups for sale presentations to Costco, Target, Kroger, Walgreens, and Walmart.
- Designed and developed responsive websites for the brand and industries.
- Managed and mentored a team of designers to ensure project goals were met on time and within budget.
- Collaborated with cross-functional teams, including copywriters, account managers, and stakeholders, to ensure projects met business objectives.
- Stayed current with industry trends and utilized the latest design techniques to create cutting-edge work.
- Oversaw print production to ensure accurate and high-quality final product.

GRAPHIC DESIGNER
JAN 2013 - MAY 2017

Phenomenex / Danaher - Torrance, CA

- Collaborated with the marketing team to develop and execute designs for print and digital advertising campaigns.
- Created visual concepts, graphics, and layouts for packaging, product launches, and events.
- Conducted market research and kept abreast of the latest design trends to improve design quality.
- Worked closely with cross-functional teams to ensure designs aligned with brand guidelines.
- Managed creative production, including banners, brochures, catalogs, posters, and other marketing-related materials.

ART DIRECTOR
MAR 2009 - DEC 2010

Sunrider International - Torrance, CA

- Led a team of 3 designers to develop impactful campaigns for various health and beauty products, including skincare and supplements, for B2B marketing.
- Conducted market research and analyzed data to understand the target audience and inform campaign strategies.
- Collaborated with copywriters, account executives, and production teams to bring creative concepts to life.
- Worked closely with the internal team to understand their needs and goals and developed creative solutions to meet business goals.

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SPECIALTIES

- Digital Marketing
- Corporate Branding
- CPG Packaging
- Social Media
- Promotional Materials
- Graphic Design
- Website Design
- Video Editing
- Print Design
- Brand Style Guides
- 2D Animations
- AI Content Creation

SKILLS

LANGUAGE

English - Fluent

Chinese - Native

Taiwaness - Fluent

WORK EXPERIENCE

FREELANCE SENIOR ART DIRECTOR

OCT 2006 -FEB 2009

IW Group Inc - Los Angeles, CA

- Work with Creative Director to pitch new clients by developing an outstanding advertising campaign.
- Developing advertising campaigns, including TV Commercials, print, packaging, and marketing materials.
- Delivers Asian American strategic insights to help clients achieve marketing objectives.
- Art directing for commercials and photo shoots.
- Responsible for the whole campaign process until the finished work is delivered.

Client Portfolio: MetLife / Farmers Insurance / McDonalds / Washington Mutual Bank / WalMart / Sprint / 2010 U.S Census

ART DIRECTOR

MAR 2001 - MAY 2006

BBDO Taiwan - Taipei, TAIWAN

- Developing award-winning, high-quality, creative design solutions/advertising campaigns.
- Led a team of designers to create innovative campaigns for clients in various industries, including banking, food, and consumer products.
- Works closely with the Creative Director to direct the creative concepts at the agency standard.
- Proven ability to lead cross-functional teams and manage projects from concept to execution.
- Maintained strong relationships with clients, ensuring their satisfaction with the creative process and final product.

Client Portfolio: Skittles / Snickers / Cesar Dog Food / MM's chocolate Visa / Teco LCD TV

Awards and Recognition:
2004 Taiwan 4A Award - Silver / Client: Rivon
Campaign : "Zong Desire" - Packaging Design

EDUCATION

WITSWATERSRAND TECHNIKON/UNIVERSITY

JAN 1994 -DEC 1997

Johannesburg - South Africa

Graphic Design / Associated

WEST RIDGE HIGH SCHOOL

JAN 1988 -DEC 1993

Johannesburg - South Africa

High School