

Karen Kamberg

As a seasoned creative lead with 15+ years of experience in large agencies, startups, and small design studios, I specialize in developing 360-integrated campaigns and brand identities for global clients. My expertise in managing vendors, timelines, and creative teams has been pivotal in delivering consistent brand voice and comprehensive consumer experience, which are essential in building brand loyalty

Creative Director / February 2022 - January 2023

We are Joy, remote

- Managed a team of 9 remote designers and support staff
- Developed Cue Health's visual brand identity system
- Created the packaging design and oversaw the print production for the client's entire product line
- Contributed to the development and execution of B2C and B2B deliverables through strategic planning and collaboration with cross-functional teams
- Acted as the brand steward for Cue Health, ensuring brand consistency over all mediums
- Supervised all photo shoots and tutorial animations
- **Client: Cue Health and Hyland's Naturals**

Creative Director / December 2019 to February 2022

Bluewave Communications, Oakland CA

- Directed and managed all creative output
- Increased creative capabilities by 50% resulting in increased revenue
- Responsible for hiring new talent to further build company offerings
- Managed the global creative team of 7, located in the U.S. and India
- Developed conceptual strategies for our global clients
- **Clients: Visa, JP Morgan, HP, Foley Family Farms, Microsoft and Egencia**

Principal Visual Designer / November 2018 to November 2019

Molekule, San Francisco, CA

- Oversaw all visual expressions of the brand
- Worked with the strategy team to optimize marketing tactics for each stage of the customer journey.
- Supervised brand's marketing material to ensure alignment with brand standards
- Conceptual development and execution of seasonal campaigns via A/B testing

Associate Creative Director / October 2017 November 2018

Firewood Marketing, San Francisco, CA

- Worked exclusively on Google internal and global events
- Conceptualized event themes and created over 50 assets per event
- Created various email campaigns for Google Play
- **Client: Google**

Associate Creative Director / October 2007 to October 2016

Ogilvy, Los Angeles and San Francisco, CA

- Supervised and provided direction for junior designers
- Created integrated 360 campaigns for global clients
- Ensured consistent and unified brand messaging across all platforms
- **Clients: Nature Made, Cisco, Mattel, Vodafone, Motorola, Qualcomm, Covered California, Tabasco, Deloitte, Nesquik, McKesson, and Madonna**

Skills

- Adobe Creative Suite, Figma, PPT, Keynote, Sketch, Adobe XD, Print, digital, video, and animation experience
- Managed and led teams of designers and support staff to deliver creative excellence and exceed business objectives.
- Created visual brand identity systems and packaging designs for clients across diverse industries.
- Developed and executed conceptual strategies for global clients resulting in new business and increased revenue.
- Ensured brand consistency across all mediums and platforms.