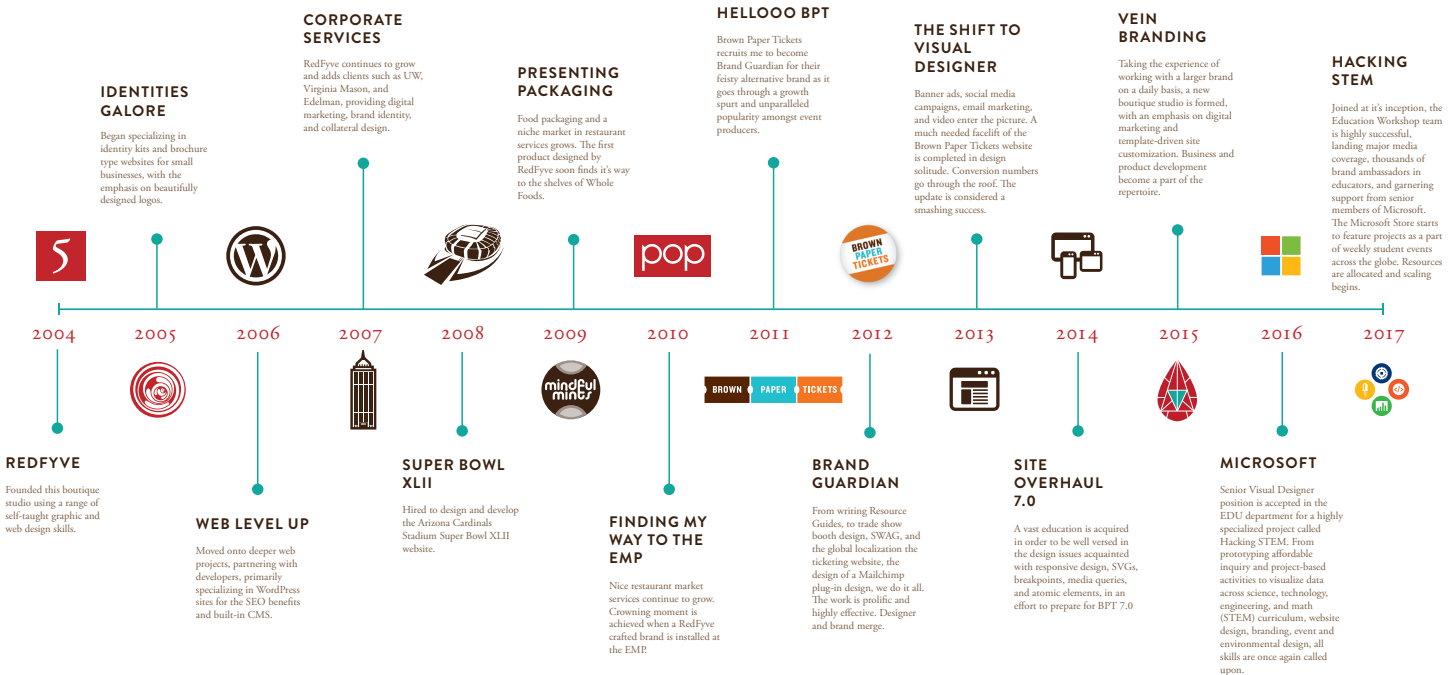


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A creative professional with nearly two decades in the field, I have experience in a wide variety of environments, from UI to interior brand strategies, as well as an extensive background in print work, utilizing a range of mediums, from cookie dough to large vehicle wraps. My current sweet spot can be found in art direction, UI + UX, brand strategies, digital marketing, prototyping, and product development. A time-line reflecting the evolution of my career is as follows:



 **Microsoft**
SENIOR VISUAL DESIGNER
May 2016 to Present

Currently serving as Senior Visual Designer for a dynamic and compact team of master-makers, engineers, and teachers. Tasked with building affordable inquiry and project-based activities for middle school students, obstacles are eliminated to empower classrooms in breaching the tech divide and access the magic of STEM learning. Work ranges from hands-on designing of such items as miniature paper solar houses and bionic gloves, to overseeing the birth and evolution of an impactful sub-brand - from the UI of the project website, to designing digital gages and scientific measurement devices to serve as data visualizations in an Excel environment.

- Creates brand identity, strategy, and guidelines
- Prototyping of affordable inquiry and project-based activities to visualize data across science, technology, engineering, and math (STEM) curriculum
- Curriculum and instructional materials design
- UI and UX for project site, utilizing the Microsoft Web Framework
- Art direction and styling in photography and video
- Illustration
- Design lead for Microsoft store and event driven assets
- Packaging design of project kits
- Production and supply chain management for large scale distribution of project materials on behalf of the Microsoft Store



**PRINCIPAL CONSULTANT
ART DIRECTOR
DESIGNER/ILLUSTRATOR**

June 2014 to Present

Dedicated to a small group of carefully curated clients, the focus of Vein Branding is on controlled expansion of extraordinary boutique brands, services, and products. In this context, talented partner developers, illustrators, and designers are brought in as contributors under the principal's tutelage. Services included range from brand identity creation, digital marketing campaigns, on-set styling & art direction, and event promotions.

- Designs brand identity strategies and provides business development consulting
- Art directs and manages a design team to create a range of assets
- Offers a range of product research, design, and development services
- Designs and implements social media, and digital marketing strategies
- Content strategy, copy writing, and editing



**BRAND GUARDIAN
LEAD DESIGNER**

April 2011 to June 2014

Created an extensive brand framework and library for a blossoming global ticketing company. Created a comprehensive brand identity strategy and complex collateral system. Contributed to a sophisticated digital media strategy and major push towards a streamlined and responsive online ticketing application.

- Illustrated and designed brand assets and other visual materials with assistance from junior designers and marketing staff
- Developed a conceptual direction for new responsive website, as well as wire frames, grid system solutions, and atomic elements. Also designed widgets and partner site integration components
- Managed production of all print materials, promotional giveaways, trade show booth elements, and ticket stock
- Managed branding of corporate spaces, including floor plans, interior design, and coordination with architects and contractors
- Designed customer service call center to improve work experience, quality of life, and for noise reduction



**OWNER & OPERATOR
DESIGNER + ILLUSTRATOR**

September 2004 to May 2011

Established RedFyve, a boutique operation to meet the branding and identity kit needs of the small business community.

- Founded and operated a full-service boutique design studio, focused on branding and identity design
- Conceptualized and designed dozens of brand identity systems with an emphasis on classic and unique logo design, easy to maintain websites, and breath-taking print work
- Created and managed production of marketing materials, promotional items, signage and packaging
- Designed and developed websites, blogs, and email marketing campaigns

TECHNICAL SKILLS



REFERENCES AVAILABLE UPON REQUEST