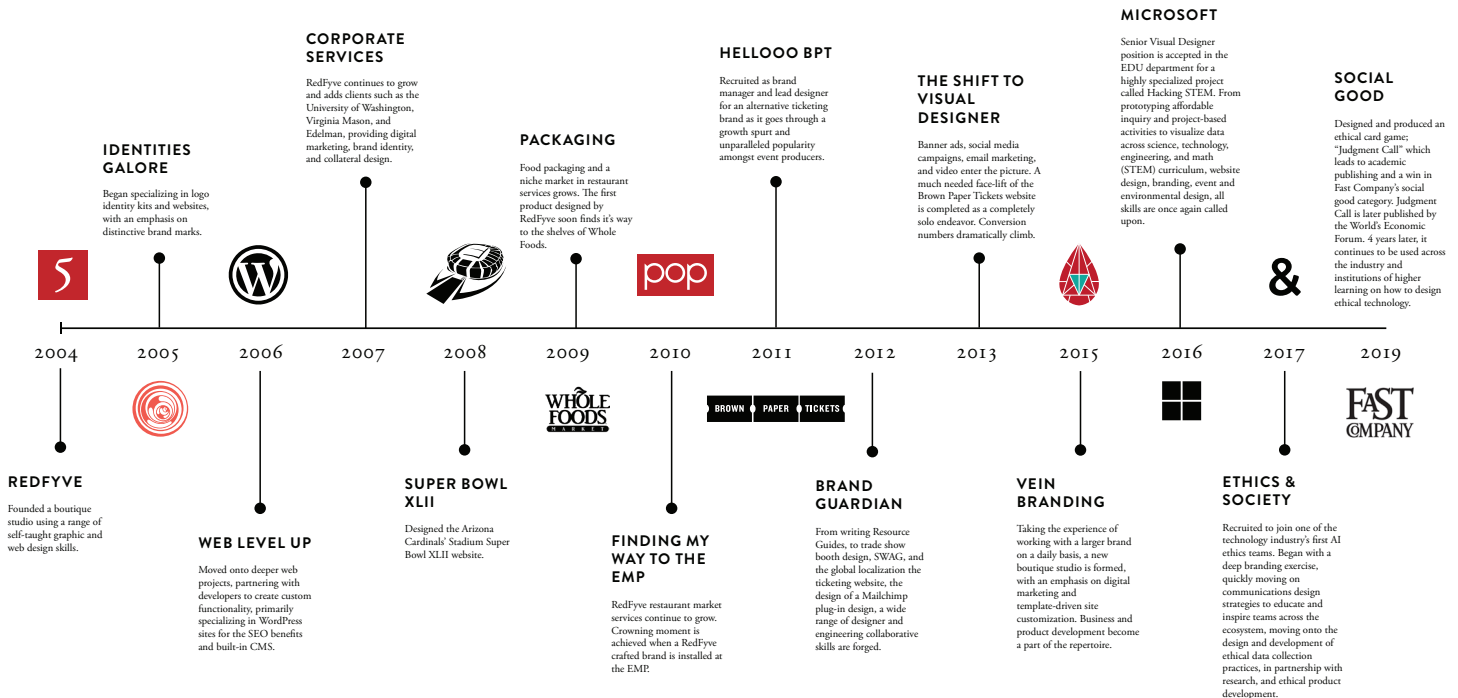


KAREN CHAPPELL ARELLANO

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Over two decades of design experience, from logo design and branding, to strategic comms, UX, and ethical AI product development.

Highlights:



SENIOR ART DIRECTOR & DESIGNER

May 2016 to May 2023

Began as a Visual Designer supporting a team of master-makers, engineers, and teachers. Tasked with building affordable inquiry and project-based STEM activities for middle school students. Was then recruited to join Ethics & Society to partner with product teams to achieve sustainable societal outcomes of AI and other emerging technologies. Also became an early advisor and ethical consultant on the integration of generative AI such as DALL-E and GPT-3. Designing mitigating UX for products like Bing and Bing Image Creator.

- Created brand identity, strategy, and guidelines
- Curriculum and instructional materials design and art direction
- UX design and art direction, including full site design and development
- Communication strategies for internal and external audiences
- Illustration
- Packaging design
- Ethical data collection design lead
- Data collection for diversity lead
- Production and supply chain management for large scale distribution of project materials on behalf of the Microsoft Store
- Design lead for Microsoft store and event driven assets



**ART DIRECTOR
DESIGNER/ILLUSTRATOR**

June 2014 to 2019

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 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

