



KARALYN GALLAGHER

GRAPHIC DESIGNER / CAD ARTIST

ABOUT

Confident, hands-on Senior Graphic Designer with 10 years of design and marketing experience in the fashion space and a passion for problem solving through visual communication. Uniquely equipped with the ability to elevate brand awareness by identifying trend opportunities, utilizing a diverse set of creative skills, and building meaningful relationships through innovative connections.

SKILLS

Expert in Adobe Creative Cloud: *InDesign, Illustrator, Photoshop, AfterEffects, Premier Pro*

Presentation Design: *PowerPoint, Keynote, GoogleSlides*

Web, Digital, & Print Production

Trend Forecasting & Product Development

Brand Identity Systems & Standards

Art Direction: *Photo & Video Content*

Product Styling & Lifestyle Content Creation

Post Production Image & Video Editing

Talent Coordination & Management

Integrated Media Marketing

B2B & B2C Marketing

Creative & Strategic Thinking

Keen Eye for Detail, Color, and Trend

Customer Focused Design Approach

Enthusiastic Collaborator

Excellent Written & Verbal Communicator

Well-versed in Industry Standards & Applications

Identifies and Evolves with Market Trends



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BETHLEHEM, PA

PROFESSIONAL EXPERIENCE

CUPID INTIMATES

CAD Artist / Graphic Designer

Bethlehem, PA | August 2021 - Current

- Create dynamic deliverables such as trend presentations, visual aids, tags & packaging, technical sketches, market decks, surface pattern artwork, logo re-branding, and marketing materials.
- Establish and develop brand identities with clear brand standards, logo usage guidelines, font families, visual aesthetics, color palettes, and character assets.
- Update current tags / product packaging and creating new, modern options that reflect the brand's identity and elevate hanger appeal
- Design brand specific market decks, sell sheets, and visual aids that accurately communicate product features and benefits.
- Coordinate with sales teams to create compelling graphic sales tools and establish brand specific templates for presentation cohesion.
- Educate team members and other departments by using expert knowledge of the Adobe Creative Cloud and Pantone Color Systems to develop training sessions
- Evolve the caliber of concept presentations to include transitions, motion graphics, and product videos. Craft concise copy for product development that effectively connects color and print trend information to intimates market reports and the most prevalent womens' fashion trends.
- Design original surface pattern designs by leveraging expert Adobe Illustrator skills and digitizing hand illustrated original artwork.
- Communicate with Design, Merchandising, and Ecommerce teams to ensure all opportunities are being explored and needs are being addressed.
- Provide photoshoot assistance to Marketing Manager through organization, anticipating photographer & model needs, and providing direction from Ecommerce Manager.

PROFESSIONAL EXPERIENCE

KARALYN GALLAGHER CREATIVE SERVICES

Chief Creative

New York, NY | January 2017 - August 2021

Responsible for driving and developing creative strategies while managing multiple clients and projects with acute attention to budget and deadline. Proven ability to evolve and execute brand identity systems, direct design strategy, and produce compelling visual content and communications. Projects include, but are not limited to: logos, brand identity systems, email marketing, brochures, e-commerce content, presentation design, social media & integrated content posts, websites, video production, digital marketing, influencer branding kits, art direction for product & lifestyle content, event signage, journals, magazines, event design, invitation suites, and product design.

Clients Include:

- New York State Governor Andrew M. Cuomo
- New York State Democratic Committee
- Washington State Governor Jay Inslee's Presidential Campaign
- New York State Senate Members
- Local and Regional Political Campaigns
- Wedding & Event Planners
- High End Fashion Retailers
- Bloggers & Podcasters

THE RED TOAD BOUTIQUE

Digital Director

Far Hills, NJ | August 2010 - October 2018

- Responsible for all creative campaign materials while ensuring brand cohesion across email marketing, social media promotions, and retail merchandising.
- Provided art direction for e-commerce and lifestyle photoshoots, product styling, and photo retouching for blog content, social media, product photography, and marketing materials.
- Produced custom sales decks, line sheets, and look books for in-house designed private label apparel and accessories.
- Designed branded product packaging, tags, labels, and shipping materials.
- Tailored trade and fashion show event materials to brand specific standards, seasonal demands, and target audiences.

THE RED TOAD BOUTIQUE

Digital Director | CONTINUED

- Executed successful Designer Trunk Shows. Brands included, but are not limited to: Nicole Miller, Diane Von Furstenberg, Milly, Yoana Baraschi, Alice & Olivia, Mother Denim, Susana Monaco, and Tadashi Shoji.
- Served as a Contemporary Apparel Buyer, with a focus on e-commerce and trend-driven purchases, attending Coterie NY, Magic NY, and other industry trade shows biannually.

EDUCATION

University of South Carolina | Class of 2010

BA in Advertising and Media Arts

RELEVANT INTERESTS

CREATIVE DIRECTOR & ATHLETE

LEHIGH VALLEY ROLLER DERBY

Bethlehem, PA | August 2022 - Current

- Define and further develop strong, independent visual identities for the league as a whole and for 3 individual home teams (Blast Furnace Betties, Metal Vixens, and Lehigh Valley All-Stars).
- Create compelling content for recruitment, community engagement, bout advertisement, promotional posters, partnership highlights, game day materials, social media content, and press media kits for all 4 league entities.
- Design team merchandise (jerseys, various apparel options, stickers, magnets, flags, posters, collector items, player cards) and coordinate printing and production.
- Manage Web Master, Merchandise Chair, Marketing Team, and Community Events Teams to ensure messaging and aesthetic are true to the league's brand image and mission statement.
- Serve as a member of the Board of Directors, helping to shape the future of Lehigh Valley Roller Derby.