

KARL GILES

SENIOR DESIGNER

<http://karlgiles.com>
karledward.giles@gmail.com
(804)714-6323

EDUCATION

VCU Brandcenter
Master of Science in Business
Experience Design

Old Dominion University
Bachelor of Arts in Communication

TOOLS

Illustrator
After Effects
Photoshop
Lightroom
Indesign
Keynote
Premiere Pro
Final Cut Pro X
Invision
Figma
Blender

SKILLS

User Experience Design
User Interface Design
Information Architecture
Interaction Design
Visual Design
User Research
Prototyping
A/B Testing
Wireframing
Storyboarding
User Flows

FORMER ROLES

DAPARAK INC. - Chesapeake, VA
Freelance Web Content Manager

THE BREEDEN COMPANY - Virginia Beach, VA
Marketing Manager

DOMINION ENTERPRISES - Norfolk, VA
SEO Copywriter/Internet Marketing Coordinator

EXPERIENCE

UNIVERSAL MUSIC GROUP / HAVAS MEDIA - Los Angeles, CA
Senior Designer October 2018 - Present

- Crafts a user-centered approach to lead & build innovative product & visuals designs cross-functionally for worldwide ad campaigns.
- Increased UMG/Interscope e-mail marketing UCTR by 5.3 % post visual redesign.
- Utilizes motion & graphic design best practices to create animations for online, social media, theatrical, broadcast tv, national retail, large scale OOH and international video ad campaigns.
- Applies design-thinking from conceptual to execution to amplify existing global ad campaigns for artists including Taylor Swift, Kanye West & The Weeknd.
- Establishes new project management processes & identifies new growth opportunities for design team and organizational unit.
- Drafts lo-fi design iterations, hi-fi prototypes, and storyboards for visual ad campaigns.
- Plans, captures & edits original photo & video content for worldwide ad campaigns.
- Builds on spec and timely deliverables for UMG internal labels (Republic Records, Def Jam, Interscope) & external clients (Rocnation, Spotify, Amazon) while establishing & maintaining effective relationships.
- Streamlines lifecycle of team projects, assignments, & communication with clients.

SISTERS NETWORK CENTRAL VIRGINIA - Richmond, VA
Freelance Creative Manager August 2012 - Present

- Leads & manages non-profit fundraising online; Exceeded 2020 \$30k fundraising goal.
- Captures & edits original photo & video content for outreach events using Adobe Lightroom.
- Establishes visual design & project management best practices and identifies and implements strategies for marketing growth.
- Maintains website and ensures web content is on brand with current campaign goals.
- Coordinates campaign efforts between internal and external teams for effective outreach.

RARE ART LABS, LLC - Richmond, VA
Freelance Brand Manager June 2018 - September 2018

- Utilized design-thinking to create user flows, wireframes, & prototypes for R.A.R.E. crypto art marketplace apps for web & mobile.
- Captured & edited visual content in Adobe Photoshop & After Effects.
- Established & optimized visual branding guidelines.
- Identified and implemented new social media and marketing opportunities utilizing video, photography, audio content.

AUDACY - Richmond, VA
Creative Content Manager May 2018 - September 2018

- Captured & edited original video and photo content for signed recording artists & on-air talent.
- Assisted with visual content management for XL102, FOX Sports 910, & BIG 98.5 radio stations.
- Created on brand promotional print materials for radio events in Adobe Illustrator and Photoshop.
- Collaborated and managed relationships with event vendors.

COMBS ENTERPRISES - New York, NY
UX Design Intern June 2015 - August 2015

- Created personas, wireframes, and interactive prototypes for web and mobile apps across internal business units including Revolt TV & Ciroc.
- Collaborated cross-functionally to determine UX project goals and scope.
- Planned & captured original photo content published to Combsenterprises.com.