



# karissa a.ogawa



karissaogawa.com



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Visual designer with 5+ years of professional experience seeking an opportunity to make an impact with companies on a mission to help empower others. Interested in learning and growing as a designer with a team to take on challenges and problem-solve to create meaningful experiences for users through people-centered design.

## EDUCATION

### BFA Graphic Design 2018

Chapman University,  
Sept 2013–Jan 2018

### Sustainable Design Course, International Experience

London, UK Summer 2016

## TECHNICAL SKILLS

### Adobe CC Suite:

Illustrator  
InDesign  
Photoshop  
Premiere  
After Effects

### Other Programs:

Microsoft Suite  
Project Management Tools  
Keynote

### Basic knowledge of

Figma, Invision, HTML,  
CSS, & JavaScript

## EXPERIENCE IN

Visual Design · User Experience  
· B2C Systems · Point of Sales ·  
Leadership · Marketing Strategy  
· Brand Management · Creative  
Direction · Content Production ·  
Packaging Design

## PROFESSIONAL EXPERIENCE

### Senior Graphic Designer

Nov 2019–Present

### Gardenland Power Equipment, Campbell, CA

- › Collaborate with Stakeholders to develop product positioning and marketing strategy to align with business objectives and sales goals.
- › Work with staff, management team, and customers to streamline processes and improve both in-store and online customer experience.
- › Create and implement best practices, including documentation to identify discrepancies and mitigate risk across point of sales, inventory management, and consumer-facing systems.

### Marketing & Design Specialist

April 2019–Oct 2019

### McBride Sisters Collection Wines, Oakland, CA

- › Practice in shipping ideas from conception to end-product placements. Led packaging rebrand for McBride Sisters SHE CAN Wines and Wine Spritzers, which are now currently on shelves in stores nationwide including popular chains such as Target, Safeway, Vons, and Walmart.
- › Produced a 15-second animation which aired in San Francisco's famous Oracle Park where nearly 40,000 fans were in attendance; the largest crowd of the season. Worked and coordinated with multiple vendors and the SF Giants Management Team to create a successful partnership campaign.

### Project Manager Intern & Graphic Designer

Oct 2017–Feb 2018

### Right Left Marketing Agency, Costa Mesa, CA

- › Optimized conversions by examining data from A/B Testing, SEO, analytics platforms, landing page design and social media paid ads. Managed ad campaigns by delegating tasks to contractors and working with account managers to increase clients' return on investment.

### Independent Designer

April 2016–Sept 2016

### Safe Kids Incorporated, Mission Viejo, CA

- › Developed brand assets including the official corporate logo, which has been published and nationally recognized on major news networks for youth safety against gun violence.

### Lead Graphic Designer

Nov 2015–April 2016

### Principle DM & Associates, Tustin, CA

- › Spearheaded marketing campaigns including the design of a full bus wrap advertisement with 3-month visibility in collaboration with Orange County Transportation Association.
- › Designed promotional materials as well as media kits to gain sponsorships and funding for the Orange County TET Festival. All marketing efforts accumulated the highest attendance the festival has seen in 30 years with over 150,000 visitors to celebrate Asian Vietnamese culture.

**A BIT ABOUT ME** I am a cat lover, coupon master, avid traveler (during non-covid times), boxing maniac, and I always have the best dad jokes when you need it most. I come from a line of small business owners and entrepreneurs where grit and hard work are key measurements of success.