

Karelaine Walworth

CREATIVE DIRECTOR | GRAPHIC DESIGNER | LANDSCAPE ARCHITECT

Professional Summary

Highly accomplished **Creative Director, Graphic Designer, Licensed Landscape Architect**, and **Regenerative Design Instructor** seeking a challenging role to utilize my extensive experience in developing and executing engaging visual projects and compelling creative solutions across various industries. Committed to achieving company objectives and driving brand success through innovative and strategic design approaches.

Work Experience

Creative Director | Landscape Architect

KWDesign Co. – *founder, creative design studio*

11/2017 – PRESENT

REMOTE

- Collaborated with clients to understand their vision and objectives, translating their ideas into compelling creative concepts that aligned with their brand identity, resulting in numerous successful partnerships and repeat business.
- Implemented effective branding designs and strategies, designed websites, and created compelling content for impact-driven clients.
- Led as the principal designer for sustainable residential landscape architecture projects; managed landscape construction, ensuring seamless execution and delivery.
- Oversaw business administration tasks including handling contracts and invoices while maintaining strong client relations.
- Developed experiential designs for sustainability-focused events and festivals for tens of thousands of attendees.

Creative Director

Asha Apothecary – *co-founder, e-commerce wellness brand*

11/2019 – 12/2022

LOS ANGELES, CA

- Executed a comprehensive brand strategy, including the design, development, and creation of compelling creative assets.
- Spearheaded the UX/UI design and development of the e-commerce website, optimizing SEO to drive engagement and conversion rates.
- Proficiently managed social media platforms and crafted engaging graphic design and educational content.
- Designed and managed effective marketing campaigns with visually captivating content; utilized marketing analytics to determine ROI and opportunities for improvement.
- Strategized and executed product packaging designs and ensured prompt order fulfillment.

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310-913-7650

www.kwdesignco.com

Los Angeles, CA

Technical Skills

- Adobe Photoshop, Illustrator, InDesign
- AutoCAD, Rhino, SketchUp
- Wix, Squarespace, Wordpress
- Microsoft Office, Apple iWork

Professional Skills

- Business Founder
- Graphic Design
- Website, UI/UX Design
- Brand Development
- Marketing Campaigns
- Spatial, Landscape Design
- 3D Modeling
- Project Management
- Team Leadership

Education

Master of Landscape Architecture, MLA

University of Southern California

08/2011 – 05/2014

- Certificate in Architecture and Urbanism

B.S. in Plant Sciences | Minor in Architectural Studies

University of Missouri

08/2007 – 05/2011

- Summa Cum Laude with Honors

License

Licensed Landscape Architect

State of California, LATC

- License #: 6632

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Additional Work Experience

Program Manager

Global Green

10/2019 – 03/2020

SANTA MONICA, CA

- Led the design and management of environmental programs, including innovative strategies to implement city-wide food waste rescue initiatives aimed at addressing hunger and climate challenges.
- Effectively managed all aspects of programs, including personnel supervision and coordination of creative assets.
- Demonstrated exceptional leadership skills in overseeing team members and ensuring seamless program execution.
- Collaborated closely with stakeholders and community partners to foster strong relationships and promote program objectives.

Landscape Designer | Graphic Designer

Do LaB

02/2014 – 05/2019

LOS ANGELES, CA

- Executed spatial design and mapping for festival event spaces spanning over 500 acres, catering to 20,000+ attendees for Lightning in a Bottle.
- Developed detailed maps encompassing stages, structures, waste management areas, security zones, and other essential elements.
- Spearheaded graphic designs to create an illustrative map exclusively crafted for event attendees.

University Instructor

University of Southern California | Cal Poly Pomona University

08/2019 – 12/2021

LOS ANGELES, CA

- Delivered captivating lectures on ecological restoration and regenerative design methods to enhance the knowledge of Ecology students at the esteemed University of Southern California.
- Designed a unique, regenerative studies graduate course from the ground up as an Adjunct Instructor of Regenerative Studies at Cal Poly Pomona tailored for various disciplines.
- Employed immersive teaching strategies to engage and inspire students, facilitate meaningful discussions and collaborative projects, and cultivate an enriching learning environment that encouraged critical thinking and interdisciplinary exploration.
- Actively sought out innovative approaches and cutting-edge research within the field, continually enhancing curriculum content and staying current on emerging trends.

Landscape Architecture Associate

Tichenor & Thorp Architects

05/2014 – 10/2017

LOS ANGELES, CA

- Produced CAD drawings, digital and physical 3D models, and renderings for a diverse range of commercial and residential landscape architecture and building architecture projects.
- Spearheaded project management efforts for both commercial and residential landscape architecture initiatives.
- Designed and created digital assets for the T&T event space including brand guidelines and marketing materials.