



KAREN VILLALBA
GRAPHIC DESIGNER & ART DIRECTION

MIAMI BEACH, FLORIDA
KAREN@KARENVILLALBA.COM
TEL: 305.332.6679
KARENVILLALBA.COM

experience

marketing manager

FONTAINEBLEAU DEVELOPMENT, MIAMI, FLORIDA

June 2018 - Present

work as in-house residential marketing manager for Turnberry Ocean Club Residences and new developments by Jeffrey Soffer. Created: various printed marketing collateral, worked directly with w/ rendering companies architects & interior designer in the creation of the marketing renderings. Managed PR w/ strategies & press releases in LATAM & US. Purchase ads directly from: WSJ, Forbes, Conde Nast Titles etc. Proposed marketing budgets. Oversee photoshoots lifestyle & architectural: selection of photographer, models, shot list, stylist, props, & wardrobe. Developed & provide marketing assets for the in-house sales team (branded & unbranded) outside brokers. Managed signage vendors, social media & programmer to update digital assets.

senior designer

ROAR MEDIA, MIAMI, FLORIDA

July 2017- June 2018

Lead designer for Blanca Real Estate, developed various collateral materials as well as brand guidelines for the brand. Developed digital assets and infographics for the Parkinson Foundation. Created the Bass Museum Events page design as well as the sign located in Miami International Airport. Rebranded Global Healthcare Advisors as well as the styleguide of the brand.

senior designer

THE WORKSHOP COLLECTIVE, MIAMI, FLORIDA

August 2016 - July 2017

Lead designer for the Turnberry Isle Resort account, refresh existing collateral and designed the new membership collateral. Developed the new logo for the brunch series at CORSAIR kitchen & bar. The 52 by CORSAIR. Worked alongside the creative director in the development of âme Spa & Wellness Collective. Designer for the W Miami, created logo for the Whisper Cocktail Lounge. Direct client interaction.

art director

CONWAY & PARTNERS, MIAMI, FLORIDA

May 2014 - May 2016

Lead various teams and designed marketing materials for real estate projects in Miami, Houston & New York. Developed brochures, floor plans, photoshoot direction, story boarding and marketing materials for L'Atelier, The Collection Residences, Turnberry Ocean Club, The Mandarin Oriental Boca Raton, City-West in Houston and Flushing Commons in NYC. Worked alongside a creative director & exclusive sales teams (One Sotheby's and Douglas Elliman) to aid in their sales strategies. Direct client interaction and presented materials during weekly marketing meetings.



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education

KANSAS CITY ART INSTITUTE, MISSOURI
Bachelors of Fine Arts: Graphic Design & Art History

DESIGN & ARCHITECTURE SENIOR HIGH, FLORIDA
High School Diploma, Graduated top 10% class

proficiency

SOFTWARE

Adobe Photoshop, Illustrator, Indesign, iMovie, Ibooks Author, Keynote, Powerpoint

ANALOG

Collage, Book Binding, Drawing, Sketching, Icon Design, Illustration

LANGUAGES

Spanish & English

achievements & awards

ARTIST

BFA EXHIBITION, KANSAS CITY, MISSOURI
2012: Study of Swamps

PARTICIPANT

KEN BARBER WORKSHOP, MISSOURI
2012: Hand lettering workshop

AWARD

AIGA (RE) DESIGN AWARDS, CALIFORNIA
2011: Second Place: Helping Hands

AWARDS

A7 KANSAS CITY AIGA AWARDS, MISSOURI
2011: The Bad Plus Poster & CNA Caregiver's Guide, Winners

PARTICIPANT

KATHY MCCOY WORKSHOP, MISSOURI
2010: Understanding Subcultures & Design Research

NOMINEE

SILVER KNIGHT, FLORIDA
2008: Art Nominee, Design & Architecture Senior High

AWARD

SCHOLASTIC SILVER KEY, FLORIDA
2008: Miami Art Museum, Silver Key Winner