

KAREN SCHMIDT

Design + Creative Director
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[portfolio](#)

PROFILE

My diverse background in advertising and broadcast, brand design and brand identity, earned media and experiential design, gives me the unique ability to approach projects from multiple perspectives. It's about finding the right idea that is right for the brand—not simply what is expected for that platform. This is my passion—generating unique and innovative ideas that are true to the brand and exceed expectations. I believe in an inclusive, collaborative environment that fosters the freedom to push the envelope and encourages creative that makes a positive impact and has purpose.

SKILLS

Comprehensive branding expertise including strategy, naming, logo design, campaign development, and visual identity, delivering designs that effectively communicate the brand's mission and values across multiple platforms and channels.

Creative team leadership experience—managing the day to day project allocations, staffing of freelance/full-time employees; mentoring young talent—ensuring they have the skills, inspiration and guidance to reach career goals

Collaborative leadership across team disciplines—strategy/planning, account, media, producers and project management—providing creative oversight from strategy and high-level concept development through to fruition.

Experience in multiple platforms—earned marketing, digital/programmatic ads/OLV, social media, experiential/event design, shopper marketing, advertising, out-of-home, and print/TV/video production

Collaborative creative partner to UX/UI teams, photographers, retouchers, illustrators and production teams

Creative Software: Adobe Creative Suite, Sketch, Figma, Keynote, PPT, InVision

Freelance, Creative Director / Present

Agencies of note: Juice Pharma, Greater Than One, Avelere, Current Global, Morrison

Clients of note: Yamaha, Biogen, Argenx VYVGART, Ocean Spray, Applebee's, Gatorade Propel.

Edelman, VP Design Director / 2015 – 2023

VP leader of the design team—responsible for managing and mentoring the group's designers, staffing and running the day-to-day projects and work allocations. I led comprehensive large-scale branding projects as well as omnichannel brand campaigns from concept development through to execution, with a focus on earned media and culturally relevant creative for existing clients and new business opportunities.

Clients of note: Kellogg's, Samsung, Hologic, Pfizer, Lilly, Field Roast, Bush's Beans, Principal Financial Group, Scholastics, KFC, Sports Illustrated Swimsuit, Horizon Pharma, Raytheon Technology, Butterball, Amgen, University of Texas at Tyler, U.S. Department of Defense

Highlights:

BLHF "Unspoken Curriculum"—[BLHF](#) is a not-for-profit Black mental health advocacy organization. This campaign addresses the mental health impact the education system places on Black students. I was the design lead for the visual identity, including logo mark, digital/print executions, and video graphics.

Hologic "Yes Means Test"—Public Health Campaign launched by ASHA. Design lead for the visual identity, including iconography, color palette, logo mark, website and digital communications.

SI SWIM "Pay With Change"—Designed the logo mark and was involved in the campaign visual identity, print and brand guideline development.

Quantix—Full rebrand from naming to truck design, brand platform, anthem video, website, print, and social campaign.

EXPERIENCE

continued

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EXPERIENCE

Draft FCB, Associate Creative Director

Collaborated with strategic planning partners to lead concept development and execution for multiple brands. Guided campaign development, art direction, design, and production of the team's ideas, including TV, print, OOH, digital/web applications, experiential executions, and shopper marketing.

Creative lead, Kraft JELL-O account—Rebuilt the client relationship and revived a stagnant account, generating revenue for both client and agency, contributing to client retention.

"HELLO JELL-O" was a highly successful, fully integrated nationwide campaign that modernized JELL-O, reinvigorating them in the market, by moving them from "bite & smile" TV to a more authentic approach, re-mixed their classic jingle, produced limited edition packaging and updated the visual language to appeal to a younger generation of parents.

"Make Fun" TV:30 broke the record for highest scoring commercial in Kraft's testing history, reviving a forgotten product (dry packaged JELL-O) to give them a competitive edge against single serve options.

Coke/Sprite shopper group—Grew the newly acquired Coke/Sprite project-based shopper marketing account from a "one-off" promotion in Walgreens to a \$1M+ Olympic opportunity. Involved in strategic planning, art direction, and heavy mobile ideation, as well as an understanding of the consumer journey in retail.

Valspar—I was hand-selected by the CCO to participate in a "creative rumble" in Shanghai. Our idea won the pitch to launch the US brand of Valspar paint in China. The campaign included TV, print, outdoor, mobile, web applications, swag, and a pop-up store experience.

Freelance, Associative Creative Director

Agencies of note: Ketchum, Geometry Global Chicago, DDB Chicago, BBDS, Burrell, Digitas, Campbell Mithun, Edelman, Element 79, Leo Burnett, Akimbo.

Clients of note: McDonald's, Kraft, Mondelez, General Mills, GSK, Target, Budweiser, Phillip Morris, GE, Ingersol Rand, Country Insurance, UL, Visa, Starbucks, Frito Lay, Verizon Broadband.

Freelance, Brand Designer

Collaborated with architectural designers to create the brand identity for multiple restaurants and bars, including logo design, typography, color, iconography, and graphics that translate seamlessly across both the 2-D and 3-D spaces. Created visual design systems for experiential executions and events. Highly adept in specialized print production.

KUDOS

BLHF "Unspoken Curriculum"—Clio Awards— Silver for Public Service Film (2022); The One Show— Short Form Video (2022); D&AD Graphite Pencil - Scripted Short Form Video (2022); 1.4 Awards— Gold in the Branded Category (2022); Webby Awards— Nominee, Social-Diversity, Equity & Inclusion (2022); Gerety Awards— Work for Good Cut, Online Video (2022)

Hologic "Yes Means Test"—MM+M Awards— Silver, Disease Education Campaign of 2018; Sabre Awards—Gold, Not For Profit Organizations Category (2018); Shorty Awards Short List (2018)

SI SWIM "Pay With Change"—Clio Awards— Bronze (2023); One Show Awards— Integrated (2023); Gerety Awards— shortlist, B2B Print (2023); D&AD Wood Pencil— Creative Transformation (2023)

Sugar | A Dessert Bar, Chicago Menu design won the Yupo "Wally Award" and was featured in How Magazine

EDUCATION

BFA in Graphic Design, minor in Photography