Karen King

Senior Art Director

karenkingcreative.com / kac0106@gmail.com / +1 919 412 8169

Highlights

10+ years of experience driving creative strategy and visual identity for major B2B and technology brands, including high-impact global campaigns for Red Hat.

Expertise in designing and directing creative for large-scale, connected campaigns, including the "Keep Your Options Open" and "Red Hat Connected Clouds" initiatives.

Led the visual direction, design evolution, and brand consistency for seven consecutive seasons (Seasons 3 — 9) of the award-winning podcast, "Command Line Heroes".

Expanded creative capabilities by taking on independent design passion projects within the arts and non-profits. These clients include local music festivals, independent artists, the North Carolina Ballet, Gilda's Club, and other community organizations.

Experience

Red Hat | Raleigh, NC

Principle Art Director (October 2022 — Present)

- Key campaigns include:Red Hat Connected Clouds (2022)
  - Red Hat Evergreen Brand Campaign (2022)
  - Keep Your Options Open Brand Campaign (2023 — 2025)
  - Red Hat Brand Activation (2023)
- Directed creative vision and design execution for global brand campaign, "Keep Your Options Open" that generated 569M impressions. 61M video views, an 5.4M clicks in a single quarter.
- Spearheaded cross-functional collaboration with copywriting, video, and production teams — directing set design, wardrobe, storyboards, and final visual assets for video and photoshoot content.
- Collaborated with agency partners to finalize assets for global deployment in 12+ languages for the multi-year "Keep Your Options Open" global brand campaign.
- Managed the development and delivery of assets across digital, paid media, organic social, and experiential platforms for the global Brand Campaign.
  - In CY24 paid media made a collective impact with 615M impressions, 4.2M clicks, 126M video views. In CY25 Q1, the North America brand campaign garnered 143.5M impressions and drove 178K unique visitors to redhat.com.

- After an audio format change, led the creative rebrand for the podcast "Compiler". Defined the visual identity and managed all key assets and collateral to strategically re-align the series with renewed marketing objectives.

Senior Graphic Designer (January 2020 — October 2022)

- Art directed the visual brand identity and creative execution for seven consecutive seasons (Seasons 3 through 9) of the podcast series, "Command Line Heroes" within a cross-functional team.

- Demonstrated longevity, consistency, and evolution in brand management for a high-profile, long-running project.

- Designed mainstage keynotes along side animators and copywriters for Red Hat CTO to present at the biggest event of the year, Red Hat Summit.

Graphic Designer (August 2018 — January 2020)

- Translated complex technical themes into compelling visual strategies for social, collateral and animated assets.

- Collaborated closely with the animation team to design and illustrate key visual elements, directly enhancing the narrative impact of storytelling videos.

Little Crow Studio | Raleigh, NC

Owner & Freelance Art Director (May 2011 — August 2018)

- Led all aspects of a successful freelance design business, managing client relationships, project timelines, and creative output for a diverse portfolio of clients.

- Developed and executed a vast array of design projects, including custom invitations, show posters, album art, brand identities, marketing collateral, and web assets.

- Consulted one-on-one with clients to translate business objectives into compelling visual solutions, ensuring high client satisfaction and repeat business.

Brandmuscle | Chicago, IL

Freelance Graphic Designer (April 2014 — August 2014)

- Created high-quality marketing materials for national alcohol distributors across the U.S.

- Collaborated directly with sales representatives to efficiently produce custom, well-designed pieces under tight deadlines.

Magnani Continuum Marketing | Chicago, IL

Freelance Art Director (September 2013 — October 2013)

- Conceptualized and art directed integrated direct marketing campaigns and print collateral.

Brian Hall Inc | Chicago, IL

Graphic Design Intern (May 2010 — July 2010)

- Contributed to the design and production of print and digital materials.

- Assisted with photo shoots and gained practical experience in viral and social marketing initiatives.

Awards & Recognition

Adweek's 2020 Tech Podcast of the Year

- Recognized for creative contribution and sustained visual governance across seven seasons of the Command Line Heroes series.

GDUSA American Inhouse Design Award (2021)

- Awarded for the Command Line Heroes podcast design and visual execution.

Shorty Award (2020): Winner, Best Branded Podcast

- Awarded for continued excellence and high quality of the Command Line Heroes series.

Shorty Award (2019): Audience Honor in Technology

- Awarded to Red Hat for Command Line Heroes (also a Finalist for Best in Technology).

Webby Award Nominee (2019): Best Branded Podcast or Segment

- Nomination received for the Command Line Heroes series, recognizing high-quality creative work and art direction.

Proficiencies & Skills

Photoshop	Art direction
Illustrator	Illustration
Project Neo	Design
Firefly	Concepting
After Effects	Experiential
InDesign	OOH
HTML + CSS	Print
Microsoft Office	Social
Google Workspace	Web

Education

Chicago Portfolio School, 2013
Portfolio Focus in Art Direction

East Carolina University, 2011
Bachelor of Fine Arts in Graphic Design, Art History

karenkingcreative.com / kac0106@gmail.com / +1 919 412 8169