**Karen Chisholm**

**Project Manager | Brand Manager | Graphic & Web Designer | UX/UI Designer | Video and Music Producer**

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**About**

* Right-left brained designer with 17+ years of experience in a wide variety of industries and agencies.
* Package and product designs can be found on the shelves of major nationwide retail stores.
* Trusted by high-profile clients ranging from the [Army Futures Command](http://www.armyfuturescommand.com/) and [Billy Gibbons](http://www.billygibbons.com/) of [ZZ Top](http://zztop.com/).
* Award-winning branding projects have resulted in sustained profit increases from 100% to 400%.
* Recent project raised $4 million capital in under two months for a commercial real estate client.
* Work experiences include creative project management, art direction, branding, rebranding, web design, graphic design, [UX/UI design](https://en.wikipedia.org/wiki/User_experience_design), video and audio production, and [DoDAF Operational Views](https://dodcio.defense.gov/library/dod-architecture-framework/), technical documents and classified briefings to high-ranking [Pentagon](https://en.wikipedia.org/wiki/The_Pentagon) officials and [Coalition Allies](https://en.wikipedia.org/wiki/Five_Eyes).
* Enthusiastic problem-crusher who loves caramel, songwriting, painting, snorkeling and off-roading.

**Education**

* Bachelor’s Degree in Advertising | [University of Texas](https://www.utexas.edu/) | Dean's List & Honor Roll
* Various courses in [UX/UI Design](https://en.wikipedia.org/wiki/User_experience_design) | [ACC](https://www.austincc.edu/)
* Real project experience creating things that work and proven resilience when they don’t.

**Work History**

[**US Army Futures Command**](https://www.armyfuturescommand.com/) **| Austin, TX | August 3, 2020 – Present | Senior Graphics Specialist**

**Serve as lead Graphics Specialist for classified/unclassified tech briefings for** [**US Army Futures Command**](http://www.armyfuturescommand.com/)**.**

* Assigned to high-profile [Project Convergence (PC) Operational Planning Team (OPT)](https://armyfuturescommand.com/convergence/) whose mission is to modernize future warfighting utilizing [DoD Joint Forces](https://en.wikipedia.org/wiki/United_States_Department_of_Defense) and the [Five Eyes (FVEY) Intelligence Alliance.](https://en.wikipedia.org/wiki/Five_Eyes)
* Awarded an [Army Challenge Coin](https://en.wikipedia.org/wiki/Challenge_coin) by the head of the PC OPT for outstanding performance.
* Attended, collaborated and created graphics for classified briefings to [AFC's 3 and 4-Star Generals](https://en.wikipedia.org/wiki/James_M._Richardson_%28general%29).
* Created documents and graphics to support briefings to high-ranking [Pentagon](https://en.wikipedia.org/wiki/The_Pentagon) officials, scientists, technology developers and system engineers in the development of advanced architecture products.
* Familiar with DoDAF and working with System Architects to create architecture views including Operation Views One (OV-1) and others.
* Provided high-level summaries of status, reviews, and presentations of technology projects and missions.
* Supported the [Army’s Climate Change Directive OPT](https://www.army.mil/standto/archive/2021/05/14/) and the newly created [Army Software Factory OPT](https://armyfuturescommand.com/software-factory/).
* Designed graphics for classified [Artificial Intelligence (AI) projects](https://armyfuturescommand.com/ai2c/), and [Cyber Security technologies](https://armyfuturescommand.com/c5isr/).
* Designed materials and displays for PC-related industry events and public appearances for the [Commanding General (CG)](https://en.wikipedia.org/wiki/John_M._Murray) as well as other key Army stakeholders and R&D partners.
* Graphic support for laboratory and field environments of multiple [AFC Cross Functional Teams (CFT).](https://en.wikipedia.org/wiki/United_States_Army_Futures_Command#Cross-Functional_Teams_(CFTs))
* Produced and delivered 7250+ documents and graphic products and created a centralized AFC branded graphics library to support the entire AFC enterprise, coalition allies and other partners.
* [Security clearance: Secret.](https://en.wikipedia.org/wiki/List_of_U.S._security_clearance_terms)

[**Pixie Grit Studios**](http://www.pixiegritstudios.com/) **| Austin, TX | 2004 – Present**

**Owner | Project Manager | Art Director | Brand Manager | Senior Graphic & Web Designer | Freelance Contractor**

* Design and manage creative projects, partnering with high-ranking DoD officials, CEOs and key stakeholders who need branding, rebranding, digital and print graphics, marketing materials, web design, UX/UI design, product and service design and packaging, video and music production, and trade show design and strategy.
* Clients range from Oracle and PLM consulting firms, high-tech companies, commercial real estate and investment firms, major nationwide retailers, mid-sized retail clients such as boutique grocery stores and pet kennels, marketing and ad agencies, the US Army Futures Command, and even high-profile music and media clients such as Billy F. Gibbons from ZZ Top, Gamer World News, Mick Fleetwood. The most recent contract is with COLSA and AFC (listed above). Below are examples of current and former contracts/clients.

[**Holoma Product Development**](https://www.holomaproductdevelopment.com/) **| Miami, FL | 2018 – Present**

**Product Developer | Packaging Designer | Graphic Design**

* Partner with CEO to design products, logos and packaging for household goods, cleaning products, soft-woven handcrafted clothing and area rugs, crafts, children’s products, camping and household décor.
* Chisholm’s product designs can be found on the shelves of major nationwide retail stores such as [Target,](http://www.target.com/) [Walmart](http://www.walmart.com/), [Sam’s Club](http://samsclub.com/), [JoAnn Fabrics](https://www.joann.com/), [Hobby Lobby](http://hobbylobby.com/), [Michaels](http://www.michaels.com/), [Dollar Tree](http://www.dollartree.com/) and more. High volume daily output for production, print and manufacturing under tight deadlines and budgets.
* Total graphic assets produced to date: 15,562. All projects under NDA.

[**Townbridge Capital**](https://townbridgecapital.com/) **| Austin, TX | 2019 – Present**

**Project Contract | Branding | Graphic Design | WordPress Dev**

* Partner with [CEO, Aaron Levy](https://www.linkedin.com/in/aaronmlevy/), for multiple business ventures including design and branding for three real estate development companies with a projected $3 million in capital raised by 2021. Projects include logo designs, mood boards, monument signs, brand guidelines, website design, marketing collateral, and client presentations.
* Most recent branding and messaging project is a micro-home rental communicated branded as [**CASATA. Micro. Green. Living.**](https://www.casata.com/)

[**Billy F. Gibbons of ZZ Top**](http://www.zztop.com/) **| Los Angeles, CA | 2010 – 2019**

* Contracted under DNA by [Suretone Management](http://suretone.com/), [Barber Entertainment](https://www.barberentertainment.com/) and/or [Billy F. Gibbons](https://billygibbons.com/) directly to create designs for personal projects, album art, show posters, show merchandise, VIP marketing materials, recreation of [lost original artwork](https://en.wikipedia.org/wiki/Antenna_%28ZZ_Top_album%29) for the Antenna Tour, album art and marketing materials for [Moving Sidewalks](https://en.wikipedia.org/wiki/Moving_Sidewalks) and [ZZ Top](http://www.zztop.com/). Received national attention for custom fonts, guitar art and product packaging for Billy F. Gibbons personal brand projects. Served as executive assistant and driver for Billy Gibbons and his wife while in Austin.
* Designed marketing materials for several of Gibbon’s [hotel openings](https://www.lonestarcourt.com/?WT.mc_id=gmb). Designed book covers and edited photos for [“Play On: Now, Then, and Fleetwood Mac: The Autobiography.”](https://www.amazon.com/Play-Now-Then-Fleetwood-Autobiography/dp/0316403571/ref%3Dasc_df_0316403571/?tag=hyprod-20&linkCode=df0&hvadid=266434156756&hvpos=&hvnetw=g&hvrand=6104571445737511668&hvpone=&hvptwo=&hvqmt=&hvdev=c&hvdvcmdl=&hvlocint=&hvlocphy=9028308&hvtargid=pla-570414202709&psc=1)

[**Industry Fund Technologies**](http://www.industryft.com/) **| Miami, FL | 2019**

**Creative Project Manager | Brand Management | Graphic Design | Web Design**

[**Audio Fusion Systems**](https://audiofusionsystems.com/) **| Austin, TX | 2017**

**Creative Project Manager | Art Direction | Brand Development | Trade Show Marketing | Graphic & Web**

[**Gamer World News Entertainment**](https://www.gamerworldnews.com/) **| Los Angeles, CA | 2016**

**Brand Design | Graphic Design | Creative Consulting**

[**The Touch Agency**](http://thetouchagency.com/) **| Austin, TX | 2010 – 2014**

**Freelance Contractor | Art Direction | Graphic Design | Web Design | Client Pitch | Brainstorming**

[**Zero Wait-State**](http://www.zerowait-state.com/) **| Austin | 2008 – 2014**

**Retainer Contract | Brand Management | Graphic Design | Web Design | Project Management**

[**SmartDog Services**](http://www.smartdogservices.com/) **| Austin | 2005 – 2015 (**[**Apps Associates**](https://www.appsassociates.com/)**)**

**Art Director | Senior Graphic Designer |**

Spearheaded a major rebranding which transformed a small, obscure Oracle consulting firm into the leader in Oracle EBS consulting which translated into a 400% increase in revenue the first year. Now [Apps Associates](https://www.appsassociates.com/).

**Side Gigs**

[**Karen Chisholm Art & Design**](https://www.etsy.com/shop/KarenChisholmArt)**, Austin, TX | 2018 to Present**

Abstract paintings for clients, interior designers, personal friends, and for an on-line [Etsy store](https://www.etsy.com/shop/KarenChisholmArt).

[**KarenChisholm.com**](http://www.karenchisholm.com/) **| Austin, TX | Recording Artist, Performer and Songwriter | 2004 - 2016**

* Wrote, recorded and performed original music for placement in tv/film.
* Played guitar, bass and drums in the studio and on stage while singing.
* Booked tours and shows in Austin, Michigan, Colorado, Los Angeles and more.
* Designed all graphics marketing materials, press kits, press releases and [albums](https://music.apple.com/us/artist/karen-chisholm/301500930).
* Produced a the [Perfect World Show](https://www.youtube.com/watch?v=_q45GZZHMkg) that starred me, [Sonia Rao](https://thevoice.fandom.com/wiki/Sonia_Rao) (The Voice) and [Alyse Black](https://www.alyseblack.com/) with multi-media stage displays, lighting, choreographed videos and animations, photo shoots and custom art.
* Directed and produced numerous [music videos](https://www.youtube.com/playlist?list=PL2HoXAml5IO3vihwFxovwTQWXW5aAI9M7) including an animated music video that was featured at the [Feel Good Film Festival in Hollywood](https://en.wikipedia.org/wiki/Feel_Good_Film_Festival).
* Received numerous songwriting awards and made public appearances on news shows.

**Hard Skills**

Adobe Creative Suite (Illustrator, Photoshop, InDesign, Adobe XD), Sketch, WordPress, HTML/CSS, Bootstrap, JavaScript, Final Cut Pro, Microsoft Office Products, Google Products, Starting Things, Finishing Things.

**Soft Skills**

Initiator. Innovator. Team Cheerleader. Pioneer.