

kara MERON

Senior Designer | Brand Identity | Visual Systems | Creative Direction

Senior multidisciplinary designer with 10+ years of experience building brands, developing visual systems, and creating polished campaigns across digital, print, web, and presentations. Combines strategic thinking with hands-on design expertise to turn complex ideas into clear, compelling visual communication.

BRAND ART MANAGER | WAC Lighting (Contract) | 2022 – Present

Support global product marketing and creative initiatives for one of North America's leading architectural lighting manufacturers, producing premium visual assets across print and digital channels.

- Art direct and produce marketing materials supporting product launches, campaigns, catalogs, advertising, and digital experiences.
- Lead large-scale catalog production involving hundreds of products while maintaining exceptional consistency, organization, and visual hierarchy.
- Produce advanced photo compositing, retouching, AI-assisted image generation, and product visualization that elevate premium brand presentation.
- Collaborate cross-functionally with product managers, engineers, R&D, marketing teams, photographers, videographers, and leadership to communicate complex technical information through elegant visual design.
- Develop production workflows that accelerate creative execution while preserving quality, accuracy, and brand consistency.
- Translate technical product information into customer-focused visual storytelling that improves clarity and purchase confidence.

FOUNDER & CREATIVE DIRECTOR | Twenty-Six & Co. | 2020 – Present

Founded and grew a full-service creative agency serving organizations across the United States and Canada, providing creative leadership from concept through execution while generating more than \$335K in annual revenue.

- Lead the creative direction of integrated campaigns, brand identities, and marketing initiatives across digital and print, ensuring every touchpoint communicates with clarity, consistency, and purpose.
- Partner directly with founders and executive leadership to translate business goals into creative strategies that strengthen brands and support measurable business growth.
- Develop brand systems, creative frameworks, and AI-assisted production workflows that improve consistency, efficiency, and creative quality across marketing initiatives.
- Create integrated campaigns across digital, print, email, social media, and web, adapting creative for each channel while maintaining a cohesive brand experience.
- Direct multidisciplinary teams, collaborating with designers, developers, photographers, copywriters, and marketing professionals to deliver high-quality creative from concept through launch.
- Present creative concepts, strategic recommendations, and design direction directly to executive stakeholders, guiding projects from early ideation through final production.
- Create sophisticated photo composites, AI-assisted imagery, and production-ready visual assets that elevate storytelling, strengthen brand communication, and support product marketing.
- Cultivate long-term client relationships through consultative creative leadership, serving as a trusted advisor on brand strategy, visual communication, and creative direction.

OWNER & CREATIVE DIRECTOR | In Tandem Productions / North Volume Media | 2016 – 2020

- Founded and operated a creative agency delivering branding, photography, web design, and marketing for regional businesses.
- Directed creative strategy from discovery through production while managing client relationships and project delivery.
- Led branding initiatives, advertising campaigns, and multimedia production across a wide variety of industries.
- Presented creative direction and campaign recommendations to business owners and executive stakeholders.

EDUCATION

Parsons School of Design | The New School
AAS | Graphic Design

Syracuse University
Bachelor of Arts | Psychology

CORE COMPETENCIES

Creative Direction • Brand Identity • Visual Systems • Art Direction •
Typography • Layout Design • Visual Storytelling • Campaign
Development • Presentation Design • Digital & Web Design • Brand
Guidelines • AI-Assisted Creative Workflows • Adobe Creative Suite •
Figma • Cross-Functional Collaboration • Creative Production