

Senior UX Designer | Creative Director | Multimedia Graphic Designer

Creative leader with over two decades of experience directing design, art production, and multimedia marketing campaigns across digital and print platforms. Known for translating brand strategy into visually compelling, production-ready creative that maintains color accuracy, typographic precision, and visual consistency across global campaigns.

Specialist in color management and print production, with deep expertise in proof-to-press workflows across offset, flexographic, and silkscreen printing. Advanced knowledge of ICC profiling, G7 color calibration, and CMYK/PMS standards ensures reliable, press-accurate results across diverse substrates and vendors.

Recent graduate of a UX Design program and Figma-certified designer, expanding a strong visual design foundation into user-centered digital product design. Experienced in user research, journey mapping, wireframing, prototyping, usability testing, and A/B testing to create intuitive web and mobile experiences.

Strategic project leader skilled at aligning creative vision with user needs, managing cross-functional teams, and optimizing design workflows to deliver high-quality solutions on time and on brand. Highly adaptable to emerging technologies, evolving industry standards, and integrated design systems.

Senior Prepress Production Manager – Ravensburger North America/Disney Lorcana Oct 2023 – Jan 2025

Led global production workflows for the Disney Lorcana Trading Card Game, managing multilingual packaging and card assets across international print vendors.

- Oversaw production for 120+ card assets and 20+ packaging components per release
- Ensured global color consistency using ICC profiles and G7 standards
- Collaborated with designers and art directors to streamline approvals and file preparation
- Improved workflow efficiency between design and production teams

Marketing Analyst/ Senior Graphic Designer – Pierce Transit (Contract)

Jan 2023 – Sep 2023

Designed integrated campaigns to promote ridership, developing print, digital, photography, and motion assets aligned with community development .

- Managed procurement, budgeting, and bids for production and print vendors, ensuring cost efficiency and timely delivery.
- Produced photography and digital content for ad campaigns, community events, and social platforms.

Senior Multimedia Designer – Edwards Lifesciences (Contract)

Aug 2021 – Jan 2022

Created digital artwork assets for web and social media to use with corporate internal communications, including info-graphics, presentations, and video animations.

- Streamlined graphic asset libraries, making content easily accessible and consistent across IT campaigns.

Multimedia Production Designer – Amazon Workforce Staffing

Jun 2019 – Aug 2020

Produced 1,200+ branded assets daily across social, print, and web channels to support regional and national hiring campaigns.

- Developed streamlined design systems and templates in Photoshop and InDesign, accelerating workflows and ensuring visual consistency.
- Coordinated seasonal campaign production, ensuring creative alignment across U.S. and Canadian markets.

kglobal – Senior Multimedia Designer

May 2018 – June 2019

Project manager for branded assets, photography, and video content for the Naval Undersea Warfare Center (NUWC), supporting internal/external communications for 4000+ personnel worldwide.

- In charge of multimedia content for three naval bases including digital photography, video and environmental designs for military wall displays and museums.

Nordstrom – Sr. Photo Editor (On-Call/Remote)

Sep 2014 – Nov 2016, Feb 2023 – Oct 2023

Edited and color-matched 75–150 product/fashion images daily, ensuring consistency across Nordstrom's e-commerce platform.

- Collaborated with product/fashion photographers and layout designers to maintain brand cohesion and enhance online customer experience.

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Creative Director – KT Paw Studios Marketing & Photography |

June 2013–Present

Creative direction, graphic design and photography services provided for clients in need of new business identities, re-branding, fashion portfolios, product photography, event presentations, business portraiture, location photography, updated websites and more. Small scale promotions for marketing campaigns.

Certified in Figma as a UX designer, combining user-focused analysis, research, and creative problem-solving to deliver intuitive and innovative web and app solutions. Adept at wire-framing, prototyping, beta testing, and conducting A/B tests to bring high-quality products to market.

- Currently beta testing /designing in Figma for a new iPhone App with working prototype.
- Combining all skills to create websites, advertising campaigns and UI/UX design with social media awareness by researching industry competition and providing design advice for marketing strategies.
- Past clients included business management, education, health care, therapy, law services, salmon fishing industry and community associations website & social media designs and activity calendar updates.

Freelance Design

Core Skills & Education

UX & Product Design

User Research
Personas & Journey Mapping
Wireframing & Interactive Comps
Prototyping & Usability Testing

Visual & Interaction Design

UI Design
Information Architecture
Design Systems & Brand Design
Typography & Layout Systems

Production & Design Operations

Prepress & Global Print Production
Creative Workflow Optimization
Cross-platform Asset Production
Color Management (ICC /G7 /CMYK /PMS)

Tools: Figma • Adobe Creative Suite • Maze • Bubble • Airtable • HubSpot • Microsoft 365 • AI Tools

UX Design Certification– General Assembly Technology School 2023-2026 Certified in UX design, specializing in user research, Figma Web and app prototyping, beta and A/B testing and much much more.

Business Management Certification – BEST Professional Training 2025

BFA, Commercial & Digital Photography (2015) – The Art Institute of Seattle

BFA, Graphic & Visual Design (2013) – The Art Institute of Seattle

1st Class Petty Officer/ Public Affairs /Career Counselor

May 1997–May 2019

U.S. Navy Reserve/Naval Mobile Construction Battalion 18 (Seabees)

OIF/ OEF Veteran: 2006–07/2010–11

Can Do Seabee! Assistant Detachment Company Officer in charge of administrative operations and career counsel of 100+ personnel while managing Morale, Welfare, and Recreation (MWR) budgets for event planning, promotions, and fundraising activities benefiting sailors, families, and the local community. Provided mentorship and training to junior sailors, delivering presentations on general military training and Battalion messaging.

- Served as acting Public Affairs Officer during deployments to Iraq and Afghanistan, coordinating communications across military news channels, social media, newsletters, and cruise-book designs.
- Led the MWR Council in partnership with Battalion and local organizations, overseeing funds and raising \$20,000+ to produce deployment memorabilia.
- Served as Treasurer of the Battalion First Class Petty Officer Association, commended for leadership and dedication with three Navy Achievement Medals.

Military Experience

Interests

Volunteer caregiver fostering cats & kittens; gourmet cooking and baking; vegetable and flower gardening; photography; watercolor illustration; crafting and sewing; recreational games including darts, bowling, and billiards (professional level).

Karen M. Testa

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