

# karen pedroza

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CREATIVE DIRECTOR



## **N** Netflix 2017 - Present

### **Creative Director - Creative Studio**

*Product Art Development • Key Art Development • Management • Motion • Marketing • Innovation*

- Provide creative direction to multiple teams of freelancers to develop high quality, data informed creative on titles for global markets: U.S., APAC, LATAM & EMEA.
- Work in tandem with key stakeholders to provide feedback and design direction to cross-functional partners & agencies.
- Conceptualize and brainstorm innovation projects based off consumer insights and focused for the APAC market.
- Interview and provide feedback on candidates applying for positions within the department.

### **Creative Director - Innovation & A/B Testing**

*Innovation • Visual Design • Management • Motion*

- Managed external agencies to develop high quality creative on various data-informed tests for global markets.
- Worked in tandem with key stakeholders to provide the highest quality creative.

### **Senior Art Director - Innovation & A/B Testing**

*Innovation • Visual Design • Management • Motion*

## **X** PXL 2017

### **Senior Art Director**

*Visual Design/UX • iOS App Design • Management • Marketing*

- Art directed and designed best-in-class creative for numerous films and pitches.
- Brainstormed ideas and put together pitch decks for film studios.
- Interviewed and helped hire candidates for positions in the department.
- Mentored interns and temps on numerous projects.



## **Sony Pictures Entertainment** 2016 - 2017

### **Senior Art Director**

*Innovation • Motion • Mentorship • Marketing*

- Provided art direction & design for original series and partnerships for digital campaigns and print.
- Mentored & provided creative direction to intern and associates on numerous projects.



## **Columbia Records** 2009 - 2016

### **Digital Production Manager (Creative Director)**

*Management • Visual Design/UX • Innovation • Web Development • Marketing*

- Wearing multiple hats, provided conceptual thinking, design, and delivery of all requests across multiple departments.
- Mentored, managed and grew a team of designers and developers.
- Established creative workflow managing end-to-end of in-house and external developers, designers, temps, agencies, and interns.
- Instituted and kept control of the budgets; negotiated fees with external agencies and developers.
- Lead multiple initiatives within the company (i.e. responsive design across mobile, tablets and desktop), analytics, and metadata.
- Managed expectations of cross-functional partners, artist management & artists in a fast-paced environment.
- Managed the QA process with developers to ensure quality.

### **Art Director/Project Manager**

*Visual Design/UX • Innovation • Web Development • Marketing • Management*

- Brainstormed, wireframed, designed and developed creative solutions for design-related requests.
- Interviewed, hired, and mentored interns with their development of end-to-end projects.

## Skill Set.

**Adobe Creative Suite CC**  
Photoshop, Illustrator,  
After Effects, InDesign

**Wireframing/Prototyping**  
Invision, Sketch

**Experienced in designing for mobile, tablet, and desktop**  
Responsive design, iOS App Design

**Product / Key Art Development**

**Expertise with HTML, CSS**  
**Some experience with**  
Javascript, PHP, MySQL, Actionscript 3

**Designing/Developing/Using CMS**  
Wordpress, Squarespace, Tumblr, Drupal

**E-mail blast clients**  
Salesforce, Neolane, Eclipse

**Project management systems**  
JIRA, Wrike, Trello, Activecollab,  
Basecamp, AirTable

**Fluent in Japanese,**  
**Intermediate Spanish**

## Education.

**Otis College of Art & Design**  
BFA in Communication Arts,  
emphasis in Graphic Design  
Los Angeles, CA

**UCLA Extension**  
UX & After Effects Classes  
Los Angeles, CA

**熊本学園大学**  
**Kumamoto Gakuen Daigaku**  
Japanese language and culture  
Kumamoto, Kyushu, Japan