

KARI FILARDO

DESIGNER • EVENT PRODUCER • CREATIVE STRATEGIST

CONTACT

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CORE SKILLS

Creative Direction

Experiential Event Design

Event Concept Development

Immersive Storytelling

Event Branding & Identity

Proposal & Presentation Design

Spatial & Environmental Design

Mood Board Development

Experiential Storytelling

Scenic & Atmosphere Design

Event Collateral Design

Production & Fabrication

Creative Strategy

Presentation Development

Event Styling

Creative Project Management

TOOLS

Adobe Creative Suite

Adobe Illustrator

Adobe Photoshop

Adobe InDesign

Microsoft 365

Excel

PowerPoint

Google Workspace

EDUCATION

Fashion Institute of Design

& Merchandising

Fashion Design, 2011 - 2013

ABOUT

Driven by a genuine passion for utilizing design as vehicle for storytelling, I lead, produce, and execute creative projects from concept through final production for a diverse range of clients, including non-profits, corporations, small businesses, and individuals. With a continued focus on growing my skills and expanding my experience, I'm always seeking new ways to create one-of-a-kind experiences and deliver meaningful value to organizations and teams. Whether collaborating with colleagues and clients or working independently, I'm committed to producing exceptional results that exceed expectations and inspire others.

EXPERIENCE

ELITE O.C. PRODUCTIONS

Director of Design & Concept | 2022 - Present |

- Develop & design original concepts for a diverse range of events (non-profit, corporate, private)
- Produce event storyboards and proposals, submitting them for internal and external feedback
- Collaborate with clients and colleagues to establish the visual brand identity of events
- Present designs, activations, and event concepts to executive-level clients in large meetings
- Research, develop, and cultivate partnerships with various event production vendors
- Create and oversee production strategy by maintaining timelines and managing budgets
- Responsible for company re-brand and update of all assets, including website, print ads, and marketing kit, which resulted in an increase in client inquiries and new contracts
- Oversee the operations of the marketing/graphic design department:
 - Manage production and design of event marketing collateral (print and digital)
 - Collaborate with clients to develop marketing communication plans for all events
 - Develop a shared content calendar and schedule content for clients
 - Delegate tasks to graphic design team and oversee all design projects
 - Maintain and oversee effective client communications

Senior Designer | 2017 - 2022 |

- Established branding and marketing materials for various events
- Conceptualized, designed, and executed a wide range of event collateral
- Present a wide range of creative ideas to clients in a visually appealing manner
- Collaborated with internal and external teams to establish and achieve project deadlines
- Prepared artwork for production and collaborated with vendors to ensure premium deliverables
- Managed and maximized resources within tight budgets, ensuring cost-effective execution

Graphic Designer | 2015 - 2017 |

- Collaborated with internal team to design event materials (invitations, websites, signage, program presentations, installations, e-communications, social media content, and more)
- Demonstrated creativity and attention to detail to deliver visually compelling materials
- Enhanced client communication by utilizing visual elements to convey project objectives
- Developed materials for multiple platforms, ensuring consistent branding and messaging

BLOOMINGDALE'S SOUTH COAST PLAZA

Sales Specialist: Jewelry, Watches, Eyewear, Handbags | 2013- 2015 |

- Fostered new and ongoing client relations by managing individualized client portfolios
- Demonstrated exceptional product/brand knowledge and expertise in luxury retail brands
- Collaborated with sales and management teams to achieve department sales goals
- Supported merchandising and visual teams to showcase products according to brand guidelines
- Provided personalized recommendations and tailored solutions to clients, resulting in an increase in loyal customer relationships