



STEVE KARLSON

BRAND DESIGN + ART DIRECTION

STEVEKARLSON.COM | SKARLSON12@GMAIL.COM

EXPERIENCE

FCS STUDIO

PARTNER

2022-PRESENT

Two-man creative studio specialized in branding for restaurants, hospitality & retail.

FILSON

SR. GRAPHIC DESIGNER

2016-2021

Started on the marketing & events team before getting promoted to working on brand and product graphic design for apparel, products, & packaging.

PRIMESPORT

GRAPHIC DESIGNER

2007-2009

Marketing, event & advertising design for hospitality surrounding major events like the Rose Bowl, Final Four, Super Bowl, and more.

STEVE KARLSON DESIGN Co.

FREELANCE GRAPHIC DESIGNER

2021-PRESENT

Freelance creative working primarily on logos, brand identities, and apparel graphics.

AMAZON

VISUAL DESIGNER / ART DIRECTOR

2010-2016

Owned design & branding within the Gift Cards business for Marketing, Digital & Physical Product – Including style guides, marketing campaigns & product photoshoots.

FIESTA BOWL

GRAPHIC DESIGNER (SEASONAL)

2006-2007

Integral part of the creative team responsible for the Tostitos Fiesta Bowl, Insight Bowl and BCS National Championship, as well as 40+ events.

EDUCATION

BACHELOR OF ARTS

COLLINS COLLEGE, SCHOOL OF VISUAL ARTS

2006 - TEMPE, AZ

SKILLS

ADOBE CREATIVE SUITE

(ILLUSTRATOR, PHOTOSHOP, INDESIGN)

BRAND IDENTITY DEVELOPMENT

ART DIRECTION & PROJECT MANAGEMENT

PROCESS IMPROVEMENT & ORGANIZATION

BRAND & MARKETING CAMPAIGNS

PHOTOSHOOT ART DIRECTION

STAKEHOLDER DESIGN REVIEWS