



KAREN KAVETT

VIDEOS, GRAPHIC DESIGN, & CRAFTING

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EXPERIENCE

YouTube

January 2008 – present

I write, film, edit, and post two videos every week on my YouTube channel www.youtube.com/karen, which has over 27,000 subscribers and over 2.1 million total views. As a YouTube partner, I earn advertising revenue from my video content, and I am signed with the network Big Frame.

YouTube, San Bruno, CA

Visual Designer

July 2011 - September 2012

As a visual designer at YouTube, I was responsible for the design and UX elements of many creator/curator focused pages, including Video Manager, Video Editor, and Annotations Editor. I also redesigned the official YouTube emails templates during my time there.

DFTBA Records

Intern

September 2009 – April 2011

I updated the official Twitter account and wrote weekly newsletters detailing the latest news from the merchandising company.

Point Five Design, New York, NY

Intern

June 2010 – August 2010

I designed logos and collaborated with other designers on magazine layouts. I also ran the official Twitter account for the company.

charity: water, New York, NY

Design Intern

June 2009 – August 2009

I designed promotional material including e-cards and Twitter wallpapers, and worked with other designers on the 2007 and 2008 annual reports.

EDUCATION

Rhode Island School of Design (RISD), Providence, RI

Bachelor of Fine Arts, Graphic Design, Class of 2011

Pre-College Summer Program, Graphic Design, 2006

Communications High School, Wall, NJ

High School Diploma, Class of 2007

FREELANCE WORK

For the past several years, I have taken commissions for various design projects on my website www.karenkavett.com.

Clients have included:

- **John Green**, New York Times Bestselling Author, Printz Award Winner, and half of the YouTube channel VlogBrothers
- **Hank Green**, co-founder of VidCon, co-founder of DFTBA Records, and the other half of the VlogBrothers
- **Alex Day (nerimon)**, popular musician and YouTube vlogger
- **Robyn Schneider**, author of the Young Adult novel *Severed Heads*, *Broken Hearts*

Notable projects include:

- **Box set design** for John Green's four novels, including *The Fault in Our Stars*, named Time Magazine's #1 Fiction Book of 2012
- Full identity design for the **Project for Awesome**, an annual charity event held on YouTube, which raised over \$440,000 in 2012
- Poster for **VidCon 2010**, an annual conference about online video
- **So You Want to Watch YouTube Flowchart**, designed as a personal project and reported on by many large websites including the Huffington Post

SKILLS

Design

Broad range of skills in logo and identity design, package design, web and UX design, and book layouts. Experience with HTML and CSS coding, video editing, photo manipulation, and photo retouching.

Computer

Macintosh + PC platforms.

Very Proficient in Adobe Photoshop, Illustrator, InDesign, AfterEffects, and Premiere, Microsoft Office, and Final Cut Pro.

Personal

Exceptional organizational skills, resourceful, self-disciplined, and excellent at meeting deadlines. Broad knowledge of social networking sites including Twitter, Facebook, Tumblr and YouTube.

Special Skills

Digital photography, developing and printing analog photography, and letterpress printing.

THANKS FOR READING!