Karuna Sharma

Design with Compassion

CREATIVE DIRECTOR | BRAND & PACKAGING DESIGN

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Creative Director with two decades of brand and packaging design for beauty, wellness and consumer products sold through prestige, specialty and mass retail, and on Amazon. Builds the whole system: identity, primary and secondary packaging, retail display and planograms, Amazon and Shopify creative, and the campaign, email and education materials that carry a launch. As sole in-house designer at Vitality Institute, led the VI Peel brand evolution across six product lines and twenty-two SKUs, supporting launches associated with more than $20 million in annual revenue. Concepts with AI, finishes by hand, and judges the work by the result.

CORE EXPERTISE

- Creative Direction
- Print Production & Press
- E-commerce & Web Design
- Education & Sales Collateral
- Brand Identity & Visual Systems
- Retail Display & Planograms
- Campaign, Email & Social
- Trade Show & Environmental
- Packaging & Product Design
- Amazon & Shopify Creative
- Art Direction & Photography
- Brand Guidelines

EXPERIENCE

Focus Industries · Marketing & Digital Designer — **2025 – Present**

Commercial & landscape lighting manufacturer

- Design digital marketing: email campaigns, regional email versions for leadership, social graphics and web assets.
- Maintain product literature on the web and keep spec sheets current; build and assign QR codes that link printed literature and booth materials to live web content.
- Own the trade-show checklist and coordinate print marketing shipments for booths; allocate individual marketing QR codes to track engagement at the booth.
- Design select pieces for the Senior Graphic Designer and leadership on request.

Vitality Institute · Senior Graphic Designer & Art Direction — **2019 – 2022**

Sole in-house designer · VI Peel · VI Derm Beauty · VI Peel Body · The Brown Skin Agenda · ToxBooster · Glow Getters Rewards

- Led creative for a full brand evolution across identity, packaging, retail, Amazon, Shopify, education, photography, motion and trade shows.
- Designed packaging and label systems for 22 products across pre-care, treatment and aftercare lines, including color systems that improved differentiation at the shelf and in the kit.
- Built the practitioner reference book, patient and practitioner brochures, sales sheets, counter cards, posters and bilingual (English/Spanish) collateral.
- Created integrated launch campaigns for VI Derm Beauty, VI Peel Body, The Brown Skin Agenda and ToxBooster: pre-order and launch email, webinar programs, social and rewards communications.
- Directed product and campaign photography, retouching and educational visual storytelling for a consistent global brand experience.
- Supported launches contributing to approximately $12 million in 2020 revenue and more than $20 million in annual revenue in the following launch period.

Karuna Designs · Founder & Creative Director · Independent practice — 2007 – Present

Orange County, CA · Brand, packaging and e-commerce creative for consumer and professional brands

Takeya · Thermoflask	2023 – 2024	Packaging production design and product photography for retail drinkware; press-ready artwork across the line.
True Innovations	2023	Amazon product storytelling, PDP and carousel graphics and below-the-fold brand content supporting sell-through.
Kerr | Metrex	2022 – 2023	Integrated campaigns and collateral across email, social, web, motion and print for medical-device and infection-prevention lines.
Tala · Murad	2018 – 2019	International social campaigns (Mexico, Philippines, Kenya, India); primary and secondary packaging production for a global relaunch.
Juice It Up	2017	Seasonal campaign: launch poster, menu board, print, social and web banners.
Highglow USA	2016 – 2019	Storefront signage and posters for Pro-Hunter / Rolex retail; e-commerce brand, weekly ads, 18K–22K jewelry photography and social.
Paragon Law Firm	2016	Identity, stationery, social and web design for a corporate law practice.
Forever 21	2015	Global holiday promotion production: retail signage in 30 languages, price-point labels.
Nestlé North America · Sexy Hair · Conversion Systems	2015	Nutritional-guide brand development and Maggi wholesale graphics; education and sales collateral; conversion-focused web design.
Intuit QuickBooks Self-Employed	2014	Responsive web design, landing pages, banners and email campaigns.
AAAZA · DIRECTV	2014	10th-anniversary community campaign: poster, microsite, invitations, sweepstakes, print.
CAbi · Wedbush Securities · Hallmark Feeln	2014	Fall look book production; HTML email and social ads; subscriber email and banners.
Intermedia Advertising · 1-800-Dentist · Beauty 21	2011 – 2013	Newsletters, landing pages, banners and ads; cosmetics packaging and POP shown at CosmoProf Las Vegas.

Beachbody · Graphic & Web Designer — 2011 – 2013

Santa Monica, CA

- Designed weekly email campaigns, landing pages, offers and banners for mobile and desktop across P90X, Body Beast, Shakeology and seasonal promotions, targeting conversion.

Markwins Beauty Products · Graphic Designer — 2007 – 2011

City of Industry, CA · wet n wild · LA Colors · Black Radiance · Beauty Benefit · Tropez

- Designed packaging, point-of-purchase displays and planograms for color-cosmetics lines with 900+ SKUs per brand, matching product color true to print for national retailers.
- Produced launch catalogs, promotions, trade-show graphics, web assets and brand-guideline applications, including the Halloween launch and LA Colors at CosmoProf; assisted product photo shoots.

EDUCATION

Bachelor of Fine Arts, Graphic Design — California State University, Fullerton, December 2007

TOOLS & PROCESS

Concept	ChatGPT prompting, Adobe Firefly
Craft	Illustrator, Photoshop, InDesign, Acrobat, Lightroom, Bridge
Build	Claude; Figma, Adobe XD; working HTML/CSS
Motion & commerce	Premiere Pro, After Effects, Final Cut; Shopify, Amazon Seller Central

RECOGNITION

- Published Artist — artwork featured by the City of Los Angeles Department of Cultural Affairs in the LGBT Heritage Month and Asian Pacific American Heritage Calendar & Cultural Guides (2013, 2017, 2018)
- Selected Artist — Cerritos College Alumni Art Exhibition, 2021
- Speaker — University of Southern California, Coming of Age: Models of Pride Youth Conference, 2013
- Peace Over Violence — community engagement and speaking, 2013–2015