

karen d'souza

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mcgarrybowen chicago

television | interactive | print

associate creative director

8.12 - present

senior art director

10.10 - 8.12

blue cross blue shield nationwide, bud light, sears, lyric opera, advil, and new business.

In 2010 I transitioned from a large, established agency to a smaller, growing one. I was hire #87 and creative hire #18. Since joining MGB in '10, the staff has grown to nearly 300. While I have had my hands on almost every account in my time at the agency, one of my strengths has been in the pitching process; I have played an active role in four successful new business pitches. Lyric Opera, Sears Home Appliances, Bud Light, and Blue Cross Blue Shield were all pitches I was very involved in. In the cases of Lyric, Sears and BCBS, it was my work that ended up winning the business.

draft fcb chicago

television | interactive | print

hybrid art director

10.09 - 10.10

associate art director

8.07 - 10.09

dow chemical company, moneygram, and blue cross & blue shield of florida.

I began as a freelancer at FCB and went full-time as an associate art director a few months in. I was promoted to a mid-level creative in the fall of 2009. I worked primarily on Dow Chemical, Blue Cross & Blue Shield of Florida, and MoneyGram. Also, I was able to work in all forms of media as a hybrid AD, including print, TV, and the digital space.

My Blue Cross & Blue Shield direct TV "Go Blue" spot had overwhelming success. The commercial served as the crucial component that helped earn the campaign a 2009 Gold Echo Award.

My web films for Dow were honored by Communication Arts in 2009. The films were also a major part of the "Human Element" campaign's Gold Effie award win for "Corporate Reputation Campaign" in 2008.

second city

improv

2012

chicago portfolio school

art direction | design

6.07

My student work was featured in CMYK Magazine.

new york university

communications | studio art

5.05

Cum Laude