

# Karam Saleh

Campaign Architect & Brand Collaborator

**Contact:** karamxsaleh@gmail.com  
**Portfolio:** www.karamxsaleh.com  
**Creative Studio:** www.oriignal.us

March 2023 - Current

## Creative/Art Director, Producer

Oriignal Creative Studio

Lead an independent creative studio focused on visual storytelling, brand campaigns, and cultural content across fashion & lifestyle. Oversee full project lifecycles from outreach and creative strategy to directing and production while managing a network of freelance collaborators. Spearheaded high-performing work for brands like Paraboot, Salomon, and Drake's Diary, with our campaign becoming Paraboot's top-performing content to date.

January 2025 - May 2025

## Strategist

John McNeil Studio, Berkeley

Building the 360° strategy and client list around our DTC experiential space, [JOHN BLANK](#). Partner with B2B tech clients to translate complex technical offerings into clear, strategic narratives. Conduct competitive audits, user research, and positioning work to guide GTM strategies. Comfortable distilling complex information for diverse audiences, and aligning teams across creative, product, marketing, and sales.

January 2023 - August 2024

## UX Design (Split Role, FTE)

Fastly Inc, San Francisco

Led the customer audit log redesign for improved security and compliance + redesigned TLS onboarding process. Delivered and tested creative design solutions and prototypes for desktop. Worked with PMs and engineers to define new features.

September 2019 - August 2024

## Senior IT Support Engineer

Fastly Inc, San Francisco

Led acquisition integrations, managed system administration, and user-centric projects focused on improving the internal employee experience. Delivered expert technical support, resolved escalations, and maintained systems to ensure smooth, secure operations across teams.

## Passion + Play

Oriignal Creative Studio

Founder, Creative Direction & Production

## Education

Graduation 2019

**Management Information Systems, BS**  
UC Riverside, CA

March - June 2021

**User Experience Design**

General Assembly

## Skills

### Core Competencies

Creative & Brand Strategy  
360° Campaign Development  
Brand Positioning & Messaging  
Consumer Insight & Trend Analysis  
Integrated Marketing Strategy  
Visual Storytelling & Content Production  
Cross-Functional Team Leadership  
Go-to-Market (GTM) Strategy  
Creative Direction (Photo/Film/Digital)  
Cultural & Experiential Marketing

### Tools

Figma  
Adobe Creative Cloud  
Capture One  
InVision/Miro  
Keynote/PowerPoint/Slides  
Premiere Pro/DaVinci Resolve  
Brandwatch

## Contact

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