

James C. Karnib M.B.A
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Education

Florida International University (FIU) Miami, FL

Bachelors of Business Administration - Marketing

- Certificate in Social Media and E-Marketing Analytics

May 2019

University of West Florida (UWF) Pensacola, FL

Masters of Business Administration – General

July 2022

Work Experience

KAYAK, Coral Gables, FL

B2B Senior Global Graphic Designer

October 2025 - Present

- Lead creative direction and hands-on execution for KAYAK for Business and KAYAK Media across paid social, landing pages, sales enablement, event environments, motion design, and global tourism campaigns for Brand USA, Visit Dubai, and Visit Türkiye.
- Manage and art direct 3 freelance specialists across graphic design, motion design, and data visualization; built scalable Figma templates and AI-assisted sourcing workflows that reduced image and video sourcing time by approximately 50%.
- Delivered 130+ KAYAK for Business assets and directed or approved 280+ KAYAK Media assets in H1 2026; redesigned monthly executive update decks for 800+ employees across 43 countries in partnership with KAYAK leadership.

FIFA World Cup 2026, Coral Gables, FL

Brand Design Specialist

*April 2025 - October 2025
Contract (Temporary)*

- Developed brand and motion design for the FIFA Club World Cup 2025 and FIFA World Cup 2026 across stadium and event dressing, OOH, marketing ads, internal communications, mockups, and brand usage guidelines, supporting 20+ departments and 11 Club World Cup plus 16 World Cup host cities and venues.
- Collaborated with FIFA marketing leadership and external agencies on performance and matchup creative; produced Times Square motion advertising supporting 2026 ticket sales and helped streamline creative project intake.

KAYAK, Coral Gables, FL

Graphic & Motion Designer

April 2022 - April 2025

- Served as the first designer for KAYAK Media, supporting Brazil, Mexico, Colombia, and broader South America through OOH, animated YouTube commercials, HTML display ads, onsite placements, presentation design, and campaign landing-page planning and QA.
- Art directed external agencies and developed partnerships for Trolls Band Together, Despicable Me 4, Carlos Vives, and Zeca Pagodinho; contributed to Brazil becoming KAYAK's top-performing locale by year-over-year percentage growth.

University of Miami - Athletics, Miami, FL

Junior Graphic Designer

January 2020 - April 2022

- Created Miami Hurricanes Baseball social content from 2020-2022, including lineup, game-day, score, series, award, and MLB Draft graphics, photography, baseball cards, and motion graphics for the newly installed stadium scoreboard; also supported women's soccer and golf.

TFC Marketing, Miami, FL

Digital Designer

March 2019 - December 2019

- Designed landing pages, email campaigns, animated display ads, social ads, web assets, and packaging for Green Roads CBD, collaborating with in-house creative and account teams while navigating CBD and hemp advertising restrictions.

Certifications

Adobe Certified Associate: Graphic Design & Illustration using Adobe Illustrator

*Issued by Certiport
Credential ID: wMSAP-FMGQ*

Adobe Certified Associate: Visual Communication Using Adobe Photoshop CS6

*Issued by Certiport
Credential ID: bhhL-s23V*

Adobe Certified Associate: Print & Digital Media Publication using Adobe InDesign

*Issued by Certiport
Credential ID: wLmK3-FMGp*

Microsoft Office Specialist: Office Word 2010

*Issued by Certiport
Credential ID: wyuRW-4Sv6*

Google Career: Project Management Specialization

*Issued by Coursera
Credential ID: vdrhkxszkqav*

Language

English (Native; Full Proficiency)

Spanish (Native; Professional Proficiency)

Links

Portfolio: [behance.net/jamesckarnib](https://www.behance.net/jamesckarnib)

LinkedIn: [linkedin.com/in/jamesckarnib](https://www.linkedin.com/in/jamesckarnib)

Personal Website: jamesckarnib.com

Skills

Creative Leadership & Strategy:

Creative Direction, Art Direction, Campaign Development, Brand Systems, Team Leadership, Creative Operations, Agency & Freelancer Management, B2B Marketing, Cross-Functional Collaboration

Design & Production:

Brand Design, Graphic Design, Motion Design, OOH & Environmental Design, Paid Social, Performance Marketing Creative, Presentation Design, Data Visualization, Executive Communications, Landing Page Design, Localization, Figma Template Systems, Creative QA

Software & AI:

Adobe Creative Suite (Photoshop, Illustrator, After Effects, Premiere Pro, Audition), Figma, Google Workspace, ChatGPT, Higgsfield AI, Runway ML