KAREN KELLEHER CARNEIRO

2021 Curriculum Vitae

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OVERVIEW

Experienced visual communications officer, creative director and designer with 37 years of international award winning design solutions for the United Nations, UN agencies, NGOs, corporations and governments. Communication campaigns, publications and exhibits, which can be seen around the world, from electoral, humanitarian, development and peacekeeping missions to international conferences.

Self-motivated, multi-tasking professional capable of working independently or as part of cross-cultural teams. Detail oriented with strong planning, organizational and management skills, excelling in communications and problem solving. Ability to work under extreme pressure and with limited resources. Experience in conflict and post conflict environments.

Strong international design background in humanitarian needs/response, development in transitional countries, food security, health, environmental, MDGs, elections, voter and civic education, ballot production, transition to independence and democracy, human rights, peacekeeping, literacy, youth and gender issues. The goal is to create a memorable strategic communications solution that informs, educates and clearly conveys the intended message to the targeted audience.

SKILLS

Communications: Creative direction • communication and marketing strategies • conceptualization and design in print, web and interactive • message development • international multi-lingual campaigns • publications • reports • infographics and icons • social media design and implementation • educational and training materials • ballot design and production • logo/identity/branding development and implementation • web/digital design and content development • TV/video graphics • signage/billboards/banners • exhibits and event design and implementation • brochures/pamphlets • newsletters • marketing/media kits • fact sheets • donor materials • posters • packaging • promotional incentives • event materials • photography • image editing and manipulation • pre-press print production • proofing/press check.

Project Management: Project planning and implementation • problem solving • department set up • budgeting • time management/delegation • client and supplier liaison • staff management • training (capacity building) and evaluation • supplier evaluation/supervision • establish/maintain media and news agencies contacts• presentations • operational plans and weekly reports • interviewing.

Computer and Technical: Proficient in Macintosh and PC operating systems • Software applications: CC 2021 Adobe Suite: InDesign, Illustrator, Photoshop, Acrobat, After effects. Microsoft: Word, Excel, Power Point • Technical expertise in all areas of printing and digital production • Layout in 20 languages • Photographic experience with DSLR and SLR cameras.

LANGUAGES

Mother tongue: English
Portuguese and Spanish: Basic
Accustomed to designing and producing print, web and exhibit materials in 20 languages including, but not limited to: Arabic, Chinese, French, Russian, Spanish, German, Italian, Portuguese, Nepali, Dari, Pashto, Urdu, Macedonian, Albanian, Croat, Bosnian, Serbian, Tetum, Bahasa Indonesia, and Swahili.

EDUCATION

Parsons School of Design (New School of Social Research), NYC • Associate in Applied Science Degree, 1980-1983, 1990 • Visual Communications/Graphic Design
School of Visual Arts, NYC • Certificate in Web Design, 2002
School of Visual Arts, NYC • Certificate in Computer Graphics, 1990
Online courses 2013-2014: Certificates in Multi-lingual publishing strategies with InDesign; Creating infographics with Illustrator; InDesign essential training

EXPERIENCE

Graphic Design Consultant (Remote/Home-based) — August 2013–Present

Food and Agriculture Organization of the United Nations (FAO), Rome, IPC Global Support Unit, 2018 – 2022

- Design and layout of four IPC brochures with accompanying Twitter cards in English and French.
- Design and layout for reports on South Sudan famine situation.
- Design of a COVID Crisis Report with infographics.
- Design and layout of brochures for IPC Guidelines for Acute Malnutrition, Chronic Food Insecurity and Acute Food Insecurity; IPC GSP; Building a Global Community; Understanding the IPC; Famine.
- Design of templates/layouts for country briefs and snapshots on the COVID situation in Latin America, Africa and Asia.
- Design of templates and final layouts for country specific briefs and snapshots in English, French, Spanish and Portuguese. Design of icons. Create population tables.
- Development and illustrations of Icons to be used on all products.
- Design of a folder, donor kit and promotional materials
- Design, layout and creation of infographics for a 124-page *Cadre Harmonisé Technical Manua*l in French and English.
- Design, layout and infographics for a 227-page *IPC Food Security Technical Manual* and a 2-page brief. In English French, Spanish and Arabic.
- Design and layout for a 38-page IPC Global Strategic Programme report.
- Design and production of 18 Power Point presentations for training purposes, consisting of 20 slides each.
- Design and layout of a 50-page exercise and answer workbook to accompany the Power Point training tools.

United Nations Development Programme (UNDP), Solomon Islands Electoral Project, 2020 – 2022

- Design, layout, photo editing, infographics and production for web and print for Solomon Islands Annual Reports. 2020 and 2021, 44 pages, 48 pages.
- Design, layout, photo editing, infographics and production for web and print for *Solomon Islands National Electoral Report*. 54 pages.
- Design, layout, photo editing, infographics and production for web and print for Solomon Islands "*Strengthening the Electoral Cycle*". Final project report for the European Union Electoral Report. 104 pages.
- Logo design and campaign for "*Outstanding Women of the Solomon Islands*". Featuring banners, posters, video intro, promotional materials, brochure and booklet. Essay competition design of leaflets, posters and booklet.
- Design, layout, photo editing, infographics and production for web and print for Solomon Islands a booklet for the *Political Parties Commission*.

United Nations Children's Fund (UNICEF), Geneva, Private Fundraising and Partnerships Division, 2018 – 2021

- Design, layout, photo editing, infographics for 2 pager brief, 60-page report and Power Point presentation for "*For Every Child, a Safe and Clean Environment*".
- Design and layout for a 50-page report on "*Greater Integration and Respect of Children's Rights in the Garment and Footwear Sector*". Including photo editing, infographics design, tables and charts.
- Design and Layout, video clip editing for *Direct Response Television* manual.
- Design of *Legacy Community Workshop* logo, zoom background and Power Point presentation.
- Design, layout, photo editing for a 20-page report on "*COVID-19: Impact on Ready-made Garment Workers in Bangladesh*"
- Design and layout for 16-page Framework presentation to companies on "*The 10 steps to Greater Integration and Respect of Children's Rights in the Garment and Footwear Sector*".
- Design, layout and infographics for *Wash4Work monitoring and indicator report*.
- Design, layout and infographics for *Children's Rights Metrics in the Supply Chain* report, 24 pages.
- Design, layout and infographics for *Children's Rights and Business* report, 24 pages.

United Nations Development Programme (UNDP), Kenya, Africa Borderlands, 2020 – 2021

- Design and development of a template for *UNDP Africa Borderlands Centre* monthly and weekly overview. Design and implementation of maps, icons and infographics.
- Design and layout of a 60-page report on the Borderlands project, a 4-page brief and power point presentation.
- Design and layout of three spotlight overviews focusing on borderland areas, including maps, icons and infographics.
- Development and implementation of a logotype to be consistent on all materials.

UN Office for the Coordination of Humanitarian Affairs (OCHA), Turkey, Syria Cross Border Humanitarian Fund, 2020

- Layout for the *Syria Cross Border Humanitarian Fund annual report 2019 (SCHF)*.

United Nations Children's Fund (UNICEF), New York, WASH Section, 2020

- Report design and layout for *Cholera WASH Response*, including infographics

United Nations Development Programme (UNDP), The Gambia, Rule of Law, 2020

- Design, layout and photo editing of a 96-page photo book on the prisons of The Gambia.
- Design, layout and infographics for "*Rapid Prisons Assessment Report*" 26 pages.
- Design, layout and infographics for "*GPF/UNDP Community Policing Initiative*" 92 pages.
- Design, layout and infographics for "*Rule of Law Roadmap*" 56 pages.
- Design, layout and infographics for "*The SGBV Handbook for Prosecutors*" 48 pages.
- Production of publications and reports for web and print.
- Contract and supervise the printing and delivery of the reports and publications.

United Nations Children's Fund (UNICEF), Firenze, Innocenti Film Festival, 2019

- Overall campaign design for the *UNICEF Innocenti Film Festival* in Firenze prompting new young talent.
- Design and production of a 40-page brochure/programme with film thumbnails and graphics in Italian and English.
- Billboard design promoting the film festival in Italian and English.
- Design for a 2-sided flyer/handout with film schedules, promoting the film festival in Italian and English. This was a very important tool for the festival according to the organizers.
- Media backdrop design for the theatre with donor logos.
- Poster designs promoting the film festival with film clips and schedules in Italian and English.

United Nations Children's Fund (UNICEF), Central African Republic, 2019

- Design and layout of a 32-page children's/adolescence storybook with illustrations in French.

United States Agency for International Development (USAID), Project Hope TB Control Program, 2018 – 2019

- Design, layout, photo editing/selection and infographics creation for an 80-page publication on "*Tuberculosis Prevention and Care in Central Asia*". English and Russian versions.

United Nations Children's Fund (UNICEF), Geneva, Communications for Emergencies, 2018

- Design, layout and infographics for an end of the year Funding Appeal "*Malnutrition Crisis in Sub-Saharan Africa*". English, French and Spanish versions.

United Nations Children's Fund (UNICEF), Geneva, Communication for Corporate Partnerships, 2018

- Design, layout and infographics for a 6-page brochure "*Young People's Agenda*". Layout for edited 4-page version.
- Design, layout and infographics for 2-page briefs "*The Global Muslim Philanthropy Fund for Children*"

UN Office for the Coordination of Humanitarian Affairs (OCHA), New York, Agenda for Humanity, 2017

- Design and layout of a 100-page print and web-based publication "*No time to Retreat*" a follow up report on the World Humanitarian Summit.
- Design and layout for Executive Summary as a stand-alone report in English, French and Spanish.
- Redesign of the Annex to be added to report.
- Design of infographics and photo editing for report.
- Design of 14 Social Media cards on the *Core Responsibilities* for posting on Facebook and Twitter.

United Nations Development Programme (UNDP), Sudan, Darfur Community Peace and Stability Fund, 2016

- Design, layout, photo editing, infographics for "*Supporting Peace in Darfur"* brochure in English and Arabic.

UN Office for the Coordination of Humanitarian Affairs (OCHA), New York, Policy Analysis and Innovation Section, Policy Development and Studies Branch, 2016

- Infographics design for *Reducing protracted internal displacement as a collective outcome* report.
- Development and production of an infographics piece addressing the *Collective Outcome Strategy*.
- Design and layout for the *World Humanitarian Summit* 2016 companion piece and handout with infographics.

UN Office for the Coordination of Humanitarian Affairs (OCHA), South Sudan, 2015 – 2020

- Design, layout and infographics creation for the 2016, 2017, 2018 and 2019 *Humanitarian Response Plan* (HRP), *Humanitarian Needs Overview* (HNO) and summary briefs.
- Design, layout and infographics creation for the 2016, 2017 and 2018 *South Sudan Humanitarian Fund* (SSHF) Annual Report and summary briefs.
- Design, layout and infographics creation for the *Common Humanitarian Fund* (CHF) annual report 2015.
- Folder, banners and notepad design for media, donors and general use.

UN Office for the Coordination of Humanitarian Affairs (OCHA), Geneva, Programme Support Branch, Senior Transformative Agenda Implementation Team, Planning and Monitoring Section, 2014 – 2016

- Timelines, spectrums and country comparisons design.
- Design and layout for the *2017 Humanitarian Needs Overview* and the *Humanitarian Response Plan* for Yemen and Nigeria. Design of timelines and infographics.
- Following OCHA and WHS guidelines design and layout for a follow up report to the *World Humanitarian Summit*. "*Commitments to Action*".
- Design and layout for *Emergency Funding Flash Appeals* in 2016 for Iraq (Mosul), Ecuador earthquake and Libya (Sirt).
- Design and layout for the *2016 Humanitarian Needs Overview* and the *Humanitarian Response Plan* for Zimbabwe, Swaziland, Central America, Nigeria and Columbia (in Spanish and English), Design of timelines and infographics.
- Design, layout and production for a handbook on *Emergency Preparedness and Response for Resident and Humanitarian Coordinators*. Design of timelines and infographics.
- Design for a guide for *Resident Coordinators on Humanitarian Action*, including info graphics and timelines.
- Design and layout for the *2016 Yemen Humanitarian Response Plan* and *2016 Humanitarian Needs Overview* following current template, 30 pages with over 30 charts, maps and info graphics.
- Layout for the Nigeria 2015 - 90-day plan. Design of infographics.
- Design and layout for a training manual *Facilitating Collective Action*. Design of icons and infographics.
- Design, layout and production for the 2015 *Humanitarian Reference Module*. Design of timelines and infographics.
- Template design for *Inter-Agency Mobilization* booklet.
- Design of overall image/branding for a series of Power Point presentations, publications and guidance templates.
- Design and layout for the *Myanmar Humanitarian Needs Overview* (HNO).

United Nations Mission in South Sudan (UNMISS), 2013 – 2015

- Design, layouts and pre-press for UNMISS 2014, 2015 and 2016 calendars.
- Design and production of 20 photo boards with 70 photos for UNDAY/UN 70th anniversary.
- Design and production of a 6-page leaflet with 70 photos and A3 flyer/ad for UNDAY/UN 70th anniversary.
- Research and prototype creation for flip book electronic photo presentation.
- Design of a new logo for *Radio Miraya*, a South Sudan based cooperative radio broadcasting station.

United Nations Entity for Gender Equality and the Empowerment of Women (UNWomen), New York, 2014 – 2015

- Layout for the 2014 *Commission on the Status of Women 58th Session Outcomes* in the six UN official languages.
- Design and layout for the *Beijing+5 Declaration, Platform of Action, Political Declaration* and *23rd Session outcomes*. Six languages (Arabic, Chinese, English, French, Russian and Spanish), 270+ pages each.
- Design and layout for the past (40th- 55th) *Commission on the Status of Women Session outcomes*. 26 reports, each in the six UN official languages

The Integrated Regional Information Networks (IRIN), Geneva, 2014

- Design and layout for '*IRIN in Transition*' a 32-page proposal, which resulted in receiving the funding to become an independent news agency.
- Design of infographics to accompany articles for IRIN News website and social media.

Graphic Design Consultant – Mission Based — **April – June 2015, Oct. – Nov. 2014, May – June 2014, Oct. – Nov. 2013, May – June 2013**

UN Office for the Coordination of Humanitarian Affairs (OCHA), Juba, South Sudan

- Design and layout for the *2015 Humanitarian Response Plan (HRP) Midyear Update*, Social Media campaign and Power Point presentations for the official launch of the HRP.
- Design and layout for the *2015 Humanitarian Response Plan*. Including the design and production of info graphics, charts and tables, 120 pages.
- Design for the HRP 8-page summary, invitation, Power Point presentation and posters for the publication event launch.
- Design, layout and production for the 2014 Crisis Response Plan (CRP). Including the design and production of over 100 infographics, maps and tables, 104 pages.
- Design, layout and production for the 2012, 2013 and 2014 *Common Humanitarian Fund* (CHF) Annual Reports.
- Redesign, layout and production of the 2014-2016 *Consolidated Appeal* (CAP). Including the design and production of over 100 info graphics, charts and tables, 132 pages.
- Design for an 8-page CAP summary for wide distribution.
- Design and production of the programme, invitations, posters and power point presentation for the media launch of the *Consolidated Appeal*.
- Briefing kit design for the Assistant Secretary General visit.
- Layout for the *2013 Mid-term Consolidated Appeal* (CAP) publication. Design of charts and infographics.

International Expert for Development of Election Materials — Mission Based **November 2012 – December 2012**

UNDP Electoral Support Project (ESP), Kathmandu, Nepal

- Review and assessment of current and past electoral materials provided by the *Electoral Commission of Nepal* (ECN). Recommendations on how to improve future materials. Development and design of electoral materials and products.
- Design of overall image/branding to be applied to all electoral materials.
- Conceptualization of electoral awareness campaign.
- Interview process and selection of a national designer counterpart and continue all future work on the project.

Senior Graphic Designer • Technical Advisor — Mission Based **January 2007 – November 2012**

UNDP Support to the Timorese Electoral Cycle (UNDP/UNEST), Timor-Leste (East Timor)

Coordinating with UNEST (*United Nations Electoral Support Team*) Voter Education advisor, and in support of STAE (*Technical Secretariat for Electoral Administration*) and CNE (*National Electoral Commission*), responsibilities included: planning, concept and message development, design, production and implementation of all election, voter and civic education materials. The goal: to inform, educate and communicate messages through effective voter education campaigns.

Achievement Highlights:

- Image/branding creation, applied to all print and media for recognition in each election, modifying the image accordingly to create continuity between elections.
- Design of logos for observer jackets, t-shirts and handbooks.
- Working with local illustrators to develop flip charts explaining the electoral process. An important tool in the field for voter education training.
- Development, design and production of voter and civic education campaigns in local languages for seven elections in 2007, 2009 and 2012 (first and second rounds of the *Presidential, Parliamentary, Community Leader Elections*). Campaigns focusing on reaching out and informing the population on the importance of elections, registration, becoming a candidate, participation, secrecy of vote, commitment to peaceful elections, where, when and how to vote. The turnout was 81% in 2007 and 75% in 2012.
- Development of targeted campaigns directed towards women and youth emphasizing the importance of their participation. This resulted in a noticeable increase in women candidates and overall participation. Design of a results comparison publication, launched post elections to highlight women's participation.
- Coordinating with STAE to design and produce the official ballots for the 2007 *Presidential election, Presidential run-off* and *Parliamentary election*. Security features and watermarks were incorporated into the ballot designs to prevent fraud.
- Design of mock ballots, which were very useful in the voter education training sessions showing how a ballot should be properly marked and giving voters a chance to practice ensuring the number of invalid ballots was low. Production of posters to provide further instruction on how to mark your ballot.
- Supervision of ballot printing, finishing, packing and delivery from Indonesia to East Timor of 650,000 ballots. Coordinating with the Indonesian Ambassador and local police department to ensure secure print sites and police escorted deliveries.
- Capacity building for national staff through training sessions in the development of voter education materials, ballot paper design and production, and how to work with Photoshop.
- Direction of content and design for *Electoral Management Body* websites.
- Production of election newsletters in print and electronic formats for donors, UN agencies, NGOs and staff.
- Photographed polling and the counting process on Election days and all related events for future use.
- Design of educational campaign materials for various UNDP projects including the Parliament, Civil Society and Media.
- Design of handbooks for PNTL (National Police of Timor-Leste), polling and counting staff to assist in the facilitation of training sessions and manuals for training workshops with political parties.
- Design of annual reports, press kits and signage for UNDP Country Office and UNEST for an overall cohesive image.

Communications Consultant – Mission based **January 2006 – September 2006**

United Nations Office of Project Services / Sudan Project Implementation Facility (UNOPS/SPIF), Khartoum, Sudan

- Development, editing, photography, design and production of marketing and presentation materials. The package highlighted their achievements and goals in Sudan and included presentations for donors. This led to more projects being awarded to SPIF. The marketing kit was designed for easy internal updates to include new projects, achievements and goals.

Bridge of Hope, learning centre and residence for street children, Omdurman, Sudan

- Conceptualization and development for an overall marketing presentation, including photography, design and writing of human-interest stories, success stories and fact sheets. A fund raising package directed towards donors in order to maintain and expand the street children's residence and learning centre in Khartoum.
- Coordination and development of an art programme curriculum for the learning centre. Incorporating the Sudanese culture with creative art projects.

Senior Graphic Designer • Department Head – Mission Based **August 2003 – November 2005**

United Nations Assistance Mission in Afghanistan (UNAMA), UNDP/UNOPS
Joint Electoral Management Body Secretariat (JEMBS), Kabul, Afghanistan

Head of the Design Unit in the daily operations. Management and supervision of a national and international staff of 14. The design departments responsibilities included message development, conceptualization, design and production of all electoral visual communication materials. Effectiveness was assessed through national focus groups to ensure clarity and cultural sensitivities. The goal of voter and civic education materials was to communicate a complex electoral process, to reach an ethnically diverse audience of 12 million with a 64% illiteracy rate. All materials produced in Dari and Pashto.

Achievement Highlights:

- Design of official logos and applications for the JEMB (*Joint Electoral Management Body*), ECC (*Electoral Complaints Commission*) and IEC (*Independent Electoral Commission*).
- Creation and implementation of an overall image/branding, applied to all print and media for easy recognition.
- Development of an identifiable family to be used in all Public Outreach media.
- Strategies for cohesive message development and campaigns with TV and radio units.
- Design and Implementation of multi-lingual campaigns in coordination with Public Outreach. The focus on offering potential voters a better understanding of the government transitional process, registration, polling and counting processes and encouraging Afghan citizens to participate in the elections. Produced: posters, leaflets, banners, stickers, publications, brochures, training flip charts, manuals, cartoons, billboards, magazine newspaper inserts PSAs and animations. "*Officials believe that the use of cartoons and infographics during registration helped educate the people*" BBC News.
- Design of campaigns directed towards women and their families, reinforcing the value of their vote and participation in the elections. In a country where women's rights are restricted, 41% of woman registered to vote.
- Design and production of Presidential ballots with complex security features.
- Coordinating with the Logistics Unit to oversee production of 17.5 million Presidential ballots
- Research, design and illustrations for over 800 symbols, used for candidate campaigning and on ballots as a symbol of recognition for a highly illiterate population. Participated in a working group with National Commissioners to ensure symbols were viable in rural and urban areas.
- Design of mock, sample newspaper ballots and official ballots of varying sizes for the *Wolesi Jirga* (*Lower House of National Assembly*) and *Provincial Council* elections. Field-tested sample ballot variations to determine viability in a country new to the election process. Production of 69 ballots, over 5,800 candidates with strict quality control and secrecy.
- Printing supervision of 40 million ballots in coordination with six of my team members located at the print sites worldwide. Working closely with the *Afghan Electoral Commission* in a secure site for proofing and approvals.
- Production of materials for out of country registration and elections for refugees in Pakistan and Iran.
- Design and implementation of exhibits for three elections at the Media Centre. Management of set up and providing pertinent information to the media and diplomats. Coordination and production of media/press packets.
- Photographed polling on Election Day and the counting process for use in post-election materials.
- Management of the content and design of the *Electoral/JEMB* website.
- Design and production of a bi-weekly multi-lingual newsletter in print and electronic formats.
- Conducted training sessions to capacity build national staff to ensure continued functionality with the IEC.

Exhibit Designer • Consultant – Mission Based **May 2002**

United States Embassy/USAID, Timor-Leste (East Timor)

- Design, editing and installation of an exhibit for the Independence Expo centre, which reflected the roles and achievements of the US Mission, United States Agency for International Development (USAID), United States Support Group East Timor (USGET) and Peace Corps in East Timor. The project was produced in a short time period with limited resources.

Senior Graphic Designer • Public Information Officer – Mission Based **October 2000 – May 2002**

United Nations Transitional Assistance in East Timor (UNTAET/ETTA), Timor-Leste (East Timor)

Head of the design division of the Office of Communication and Public Information (OCPI), as designer and supervisor. Trained and supervised a national/ international staff of six. Coordination with all UNTAET units to ensure their design and media needs were met.

Achievement Highlights:

- Set up a training programme to capacity build, focusing on design in Quark Xpress and Photoshop, mentoring and evaluating national staff who would run unit, continued long distance mentoring.
- Design and production of a12-page bi-monthly newspapers in four languages.

- Design of multi-lingual nationwide campaigns, addressing such issues as human rights, gender equality, land rights, anti-violence, AIDS and health/hygiene concerns.
- Development of a major civic education campaign, introducing the democratic process and significance of independence, for the first *2001 Constitutional Assembly*. Attained our goal of reaching literate and illiterate constituents for a 90% voter turnout.
- Design and supervision painting of backdrop mural for the *Constitutional Assembly* election press briefings.
- Coordination with Televizaun Timor Lorosa'e in the development of concepts for public service announcements.
- Design of a campaign, in coordination with UNHCR, geared towards the safe return and re-establishment of 200,000 refugees displaced.
- Design and production of *Independence Day* materials including: a commemorative book for dignitaries and the local population, official Independence Day program, Independence postage stamp set for NY, Geneva and Vienna, official Independence medal, exhibit designs and installation for the Independence Expo Centre and UN headquarters.

Creative Director • Graphic Designer • Consultant **March 1985 - August 2003**

Kelleher Design, Kelleher & Tait Design Group, Inc., New York City

Development, design and production of a wide range of effective visual communication solutions for Government Institutions, non-profit organizations, professionals and corporations.

Selected clients and projects:

The World Bank: Design of press kits and publications for *Millennium Development Goals and Gender Equality*.

United Nations: Design and installation of exhibits with accompanying print materials for the *Earth Summit Conference, The Struggles of the Palestinian People, 50 years of Peacekeeping in Ghana, A Drug Free World for the General Assembly Special Session, 50 years of Human Rights* and *International Literacy Decade-Education for All*; Design and production of multi-lingual campaigns for conferences and international years including: *Working to Fight Racism, International Conference on Human Rights, International Earth Summit Conference, International Year of Older Persons, International Year of Indigenous People, A Drug free world: a global response* and *International Year of the Woman*.

United Nations Children's Fund (UNICEF): Design of an annual line of greeting cards and merchandising materials; Design and production of multi-lingual publications to generate public awareness on issues such as: AIDS, healthcare, breastfeeding, nutrition and polio eradication.

United Nations Development Fund for Women (UNIFEM): Design of a poster campaign and website for *Millennium Development Goals* and Gender Equality; Design of the annual publication on *Progress of the World's Women* and annual reports in three languages; Design of a multi-lingual poster campaign for the *International Peace Conference* at The Hague.

United Nations Population Fund (UNFPA): Design of the overall image and multi-lingual campaign for the *International Population and Development Conference*; Designed and illustrated a series of eight books and press kit, in four languages, on population and development issues.

American Association of Retired Persons (AARP): Design of overall image and campaign for the *International Year of the Older Person* to raise international awareness of the older person's human rights; Design of a trilingual publication and postcard series on the accomplishments and merits of volunteering for the *International Year of Volunteers*.

NYC Taxi & Limousine Commission: Design for the New York City tourist map posted in taxis in the five boroughs, illustrated icons highlighting major attractions.

The Riverside Church of New York City: Design of all collateral print materials for the *New York Arts Festival* to promote the annual event; Creation of a limited-edition poster presented to the Dalai Lama; Design and production of the identity system and symbolic ribbon for the *Presidential Conference on Welfare Reform to Eradicate Poverty*. The ribbon was presented to President Clinton and members of the conference panel.

Graphic Designer • Public information Officer – Mission Based **April 1993 – December 1993**

United Nations Protection Force (UNPROFOR), Zagreb, Croatia

Set up and managed the design department, which required not only creativity, but also the ability to work and organize a team under wartime conditions. A majority of the work was done with marker mock-ups and traditional board work, as equipment and resources were limited. Conceptualized, designed and produced all mission materials. Directed photo shoots and arranged exhibits. Trained and supervised a national staff of two.

- Design and implementation of an identity/branding system for all regions of the mission.
- Design and production of a public information campaign in 5 languages, to bring to light the UN's role in the former Yugoslavia, to promote peace and heighten the awareness of such issues as mines and explosives.
- Working with television and film department to produce title graphics.

AWARDS

UNDP Client Service Award 2007 • American Corporate Identity • Strathmore Paper Award of Excellence • Printing Industries of America • American Graphic Design: USA • MetLife Vendor of Excellence • Print Digital Design • Logo 2000

PUBLISHED IN

Electoral System Design: The New International IDEA Handbook 2005 (Afghanistan Presidential Ballot) • United Nations Postal Department Annual Collection Folder 2002 • Linn's Stamp News, June 3, 2002 • Corporate Identity 2000 • Logo 2000 • Bullet Proof Logos (1999) • The Big Book of Logos (1999) • American Corporate Identity 6, 8 & 12 (1991, 1993, 1997) • Graphic Design USA (1994); Print Design Annual • Great Logos by Supon Design (1992)

REFEREES

Frank Nyakairu
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Strengthening the Electoral Cycle in the Solomon Islands
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OCHA, Syria Cross-border Humanitarian Fund (SCHF)
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To whom it may concern

Karen Kelleher Carneiro worked as a graphic design consultant with the UNDP Borderlands Centre in Nairobi where I am the Communications Specialist. This involved the design, layout, photo editing, map plotting and infographics for several briefs, project reports and Power Point presentations.

Karen has excellent design skills, is flexible, professional, and capable of understanding the importance of cultural differences. She was able to establish and maintain good professional relations with our team. This enables her to produce high quality deliverables under tight time constraints through home-based contractual arrangements.

Future employers should feel confident that their design needs will be addressed in a timely manner and with consistent quality. I would recommend Karen for any graphic design assignments.

Sincerely,

DocuSigned by:
Kareen Shawa
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Kareen Shawa
Communications Specialist - Africa Borderlands Centre
Nairobi Thematic Hub
United Nations Development Programme

To who it may concern

I am pleased to write a reference letter concerning the professional abilities of Ms. Karen Kelleher.

I first met Ms. Kelleher during my assignment in Timor-Leste in 2010. At the time I was working as UN Electoral Legal Adviser for the UN Electoral Support Team integrated of UN and UNDP officials. Ms. Kelleher was also part of this team working on the ground as a graphic designer. The work of Ms. Kelleher included a wide range of awareness products such as posters, layout of manuals and newsletters. She was able to grasp the core issues that were to be communicated and to present these concepts in a user-friendly and attractive manner which facilitated the understanding of the target audience. Her work was no doubt an important asset to the success of our team.

More recently, in my capacity as Chief Technical Adviser and Project Manager of the UNDP Strengthening the Electoral Cycle in the Solomon Islands Project, I had again the pleasure to work with Ms. Kelleher. I engaged her services in 2019 and she continued in the team until 2022 providing remote graphic design services for a number of different deliverables. This included for example the layout of a complex report covering a period of six years and a half to be submitted to the European Union. The report contained extensive narrative and numerical data and therefore included multiple graphs and tables. Its layout was an important element to facilitate the presentation of the project information and achievements to the donor which commended the clarity and organization of the information. The work of Ms. Kelleher has also included the artistic advice and preparation of awareness products with respect to the Outstanding Women of Solomon Islands Initiative. This involved the artwork and logo of this initiative and the design and layout of a booklet, posters, banners and brochures presenting the stories of women leaders and the work being done by the Outstanding Women (OW) Initiative. Ms. Kelleher´s work has made a key contribution to build the image and concept of the OW.

Ms. Kelleher has extensive experience supporting the work of projects in post conflict setups. Her previous experience on the ground in several complex UN missions provides her an in-depth understanding of the communication needs and support needed. Not only she has excellent graphic designer expertise and artistic skills but she is also a mature professional who is flexible and capable of understanding the importance of cultural differences in numerous contexts. She is able to establish and maintain good professional relations with a wide range of colleagues. This enables Ms. Kelleher to produce high quality deliverables under strict time constraints through home-based contractual arrangements as it has been the case through her engagement with UNDP Solomon Islands.

I have no hesitance in recommending Ms. Kelleher for any graphic design assignments.

Olga María Rábade Rodríguez (3 February 2022)

4 April 2019

Dear James

Karen Kelleher Carneiro has been working as a long-term freelance designer in two organizations where I happened to head communications operations that involved large and sensitive publication projects. During this time, I have been consistently impressed by both her design skills, her professionalism and commitment.

While working for OCHA South Sudan, Karen established herself as our most senior designer, taking on projects that require both high levels of creativity and technical skills and frequently working under very tight deadlines. Some examples of the type of work she has been responsible for include Humanitarian Overviews and Response Plans. She is fluent in all the appropriate graphic design software.

Most recently, while working as Head of Communications at the Integrated Food Security Phase Classification (IPC) Karen, again successfully helped the design of the IPC Technical Manual 3.0.

Future employers should feel confident that their design needs will be addressed in a timely manner and with consistent quality. She would be an asset to any employer and I recommend her for any endeavor she chooses to pursue. Thank you.

Sincerely,

Frank Nyakairu
IPC Global Communications Officer
IPC Global Support Unit
Food and Agriculture Organization for the United Nations

unicef | for every child

11 September 2018

To whom it may concern,

In August of this year, UNICEF procured the services of design consultant, Ms. Karen Kelleher Carneiro, for the Young People's Agenda Pitch document.

I supervised the project and Karen was flexible and a pleasure to work with. The project was turned around quickly and delivered on time. She also came in under the estimated budget for the days worked.

With her experience, skills and professionalism I would recommend Ms. Karen Kelleher for future design projects.

Sincerely,

Pamela Pagunsan
Communication for Corporate Partnerships
Geneva, Switzerland
Email: ppagunsan@unicef.org
United Nations Children's Fund
Palais des Nations, CH-1211 Geneva 10

United Nations Nations Unies

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12 September 2018

Dear Sir/Madam,

It is my pleasure to provide a letter of reference for Ms. Karen Kelleher Carneiro.

Ms. Kelleher Carneiro has worked on a number of publications with the Office for the Coordination of Humanitarian Affairs' Policy Branch, most recently on the *New Way of Working* booklet to introduce a policy priority in follow-up to the World Humanitarian Summit, as well as on the inaugural *Agenda for Humanity Annual Synthesis Report* (2017), also in follow-up to the World Humanitarian Summit.

For the *New Way of Working* booklet, Ms. Kelleher Carneiro was tasked with developing original visuals to illustrate complex policy ideas, as well as with designing the booklet from scratch. Her work on the *Agenda for Humanity Annual Synthesis Report* has to be commended: she was required to develop original branding and a document identity, develop visuals to enhance reporting and adjust layouts as the report underwent clearance. This was done under a very tight timeframe.

Ms. Kelleher Carneiro delivered all projects in time, using the time difference between New York and Portugal to our advantage, by working on changes overnight so they could be ready for review during New York working hours. She was not afraid to ask questions if something was not clear. She exhibited a high degree of flexibility when faced with last-minute modifications during the clearance process and she displayed great commitment to the quality of the publications. I do not hesitate to recommend her as a graphic designer for any project.

Please do not hesitate to contact me if you should require further information through barajas@un.org or 917 367 5356.

Yours sincerely,

Lilian Barajas
Humanitarian Affairs Officer
Policy Analysis and Innovation Section
Policy Branch
Office for the Coordination of Humanitarian Affairs

United Nations
Electoral Support Team
Timor-Leste

Timor-Leste UNMIT

Dili, Timor-Leste, 31 October 2012

TO WHOM IT MAY CONCERN

I have known Ms. Karen Kelleher since March 2007 during which time she worked as Electoral Senior Graphic Designer, part of the UN Electoral Support Team (UNEST). UNEST is an integrated UNMIT/UNDP effort to support and assist the national electoral management bodies in the organization and conduct of free, fair and democratic elections. In her capacity, Karen greatly contributed to the success of the electoral assistance provided to the Timorese electoral management bodies and political parties for the organization and conduct of the 2007 National Elections, 2009 Community Elections and 2012 Presidential and Parliamentary Elections.

Her area of expertise ranges from the design and development of voter and civic education campaign strategies to the coordination, design and production of the electoral related materials needed for the pre-electoral, electoral and post-electoral periods. Her performance was outstanding due to the previous extensive electoral experience and professionalism and commitment in her daily work. Her permanent positive attitude, team spirit and dedication were highly appreciated by the team and national counterparts.

Among her main achievements, together with the national counterparts, Ms. Kelleher successfully coordinated, designed, developed and produced the voter and civic education campaigns and materials for the electoral processes organized in Timor-Leste in the electoral cycle 2007 - 2012. Also, she conducted periodical training sessions and workshops with the colleagues from the Electoral Management Bodies in order to build the capacity in the area of design and development of outreach campaigns and electoral materials. Due to her efficient efforts, sustainable progress has been achieved in both institutions in terms of capacity and understanding of the process.

Therefore, I would highly recommend Karen Kelleher for other UN positions in the area of electoral assistance that could benefit from her experience, skills, knowledge and professionalism.

Sincerely yours,

UNITED NATIONS ELECTORAL SUPPORT TEAM

Dan Radulescu
Project Manager
United Nations Electoral Support Team (UNDP-UNMIT)
Respect Building, Dili, Timor-Leste
Phone: +670-77311582
Email: dan.radulescu@undp.org

United Nations
Electoral Support Team
Timor-Leste

Timor-Leste UNMIT

Dili, Timor-Leste 30 July 2012

To Whom It May Concern:

I highly recommend **Karen Kelleher Carneiro** as a candidate to be included in the electoral roster of UNDP Electoral Division. Karen has worked as a Graphic Designer for the UNDP Electoral Project in Timor-Leste since January 2007. As the Chief Technical Advisor of this project I have been Karen's supervisor for the past 5 years.

Karen's main functions are to advise and design voter and civic education materials for the Electoral Management Bodies in Timor-Leste. Karen works very well under the pressure of tight schedules and has proved to be committed to the production of high quality materials by or before deadlines. She is an extremely talented, creative person who has strong in depth knowledge graphics combined with a thorough understanding of voter education and election programs.

In addition to her strong work ethic and excellent design skills, Karen is always willing to assist with tasks outside her terms of reference. A recent example was her work with UNwomen and UNICEF in the design of targeted electoral campaigns. Karen always wanting to ensure the cohesiveness and quality of all electoral materials was happy to offer her assistance.

Karen works exceptionally well with her colleagues and she is a pleasure to work with and manage. She would be an asset to any Electoral team.

Should you require any further information, please don't hesitate to contact me.

Sincerely,

UNITED NATIONS ELECTORAL SUPPORT TEAM

Andres del Castillo
Chief Technical Adviser/Head of UNEST
Respect Building,
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Dili, Timor-Leste
Mobile +670 7 23 04 34
Landline +670 330 41 00 Ext. 4077
andres.castillo@undp.org

UNDP
Timor Leste

6 July, 2007

To Whom It May Concern:

It is with pleasure that I write to you as a referee for Karen Kelleher who worked as a Graphic Designer for the UNDP elections project in East Timor from January through July 2007.

Karen's main functions were to advise and design voter education materials and three consecutive ballot papers for the Technical Secretariat for the Administration of the Elections (STAE) in East Timor. Karen worked very well under the pressure of tight schedules and proved herself to be committed to the production of high quality materials by or before deadlines. In addition to her strong work ethic and excellent design skills, Karen was always willing to assist with tasks outside her terms of reference. A recent example of this occurred during the printing of the Parliamentary election ballot at which time she took on responsibilities which were not originally assigned to her for the monitoring and evaluation of the printing process which took place outside of the country, in Indonesia.

Karen has worked exceptionally well with her colleagues and she has been a pleasure to work with and manage. I highly recommend Karen for future graphic design work and look forward to having an opportunity to work with her again in the future. If you have other questions about Karen's skills and qualifications, please do not hesitate to contact me at wvclive@hotmail.com.

Sincerely,

Bill Clive
Project Manager
UNDP Support to the Timorese Electoral Cycle

12 October 2009

Dear Karen,

As you are aware, the Community (Suco) Elections organized by STAE and monitored by CNE have been completed, as scheduled, on the 9th of October countrywide. Massively the voters participated in the process polling in general in a peaceful and responsible manner, with minimum problems reported. At present time the CNE is initiating the verification of the electoral documents in Dili. This has been possible also because of the important and significant work of the UNEST team.

Your particular contribution has been extremely "visible" and welcomed. It was unanimously agreed that the voter and civic education materials designed and produced with your support has greatly contributed to the high level of participation in the referred Elections.

We would like to take this opportunity to thank you warmly all for the hard work and unlimited commitment for the success of these Elections.

Best regards,

UNEST Management Team.

15 October 2009

"On the 15th of October, the President of the Republic visited the Technical Secretariat for the Electoral Administration (STAE) HQ in the aftermath of the 2009 Community (Suco) Elections. In this regard, the President took the opportunity to congratulate STAE for the successful preparation, organization and conduct of the elections and the National Electoral Commission (CNE) for their efficient supervision of the electoral processes.

The President also congratulated the UN for the assistance provided through out the process. In this context he mentioned that the UN should continue its support towards the Municipal (local) elections up to the following the general elections in 2012.

In addition, the President of the Republic specially mentioned the voter and civic education campaigns designed and organized by STAE, CNE and supported by UN aimed to inform and educate voters on the electoral process. In this regard, Mr. Horta commended the quality and visibility of the materials utilized in the outreach activities namely: posters, banners, flyers, newspapers ads which all contributed to the high voter turnout and good knowledge of the electoral process.

Looking at the importance of the voter and civic education campaigns for an electoral process, the President also praised specifically the professionalism and clarity of the design of the materials and recommended UN to continue the same positive trend for the coming Local and General elections."

I am very much pleased to hear that Ms Karen Kelleher has been short-listed for the position of Graphic Designer. In a similar capacity, she performed an outstanding job in Kabul (2003-2004), leading a team of national graphic designers with an effective ability to team working. She always demonstrated high level of commitment to the project delivery. The quality of the outputs (posters, leaflets, manuals...etc) of her Graphic Design unit were very much valued. She is also very familiar with electoral operations and as far as I remember, worked in East Timor in 2000-2001with UNTAET, hence making her a suitable candidate for the position of Graphic Designer. I am fully supportive of Ms Kelleher appointment with UNDP East Timor. She will be a real asset to your project.

With best regards

JL

JÉRÔME LEYRAUD
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جمهوری اسلامی افغانستان
دار الانشای دفتر مشترک تنظیم انتخابات

دافغانستان اسلامي جمهوريت
دانتخاباتو دتنظيم گډ دفتر دار الانشاء

Islamic Republic of Afghanistan
Joint Electoral Management Body Secretariat

JEMBS

Recommendation Letter

I became acquainted with Karen Kelleher, when she took her position as Manager of the Graphics Department with the Joint Electoral Management Body Secretariat, United Nations in July 2003. The JEMBs was responsible for implementing the 2004 Presidential Elections and 2005 Parliamentary Elections in Afghanistan.

As Manager of the Graphics Department, Karen was responsible for the set up of the department, management of the day-to-day operations, supervision and training a staff of 14, vendor liaison and management, planning and scheduling, design of official logos and overall branding image, strategizing and implementation of effective visual communication campaigns, ballots and election print materials.

As a member of the Public Outreach Department, I found Karen to be a conscientious, creative and talented person whose performance is of a very high standard. Her program was thoroughly prepared and professionally executed. Karen's strong leadership, management, and administration skills are very impressive. Her position required extensive planning, a very high production of creative materials and meeting very tight deadlines –including working with international production companies.

Karen is a well-rounded professional. She is extremely talented, creative person who has strong in depth knowledge graphics combined with a thorough understanding of civic education and election programs.

Should you require any further information, please don't hesitate to contact me.

Yours sincerely

Samantha AUCOCK
Head of Public Outreach Department
UNOPS, JEMB, Kabul
sjaucock@yahoo.com / samanthaa@unops.org.af

Date: October 2005

Brennon Jones
353 Riverside Drive
New York, N.Y. 10025
Tel: 212.662.5663
Email: brennonj@hotmail.com

Regarding Karen Kellleher

To Whom It May Concern:

This is a letter in reference to Karen Kelleher with whom I worked for several years (2000-2002) in East Timor as a part of the UNTAET mission.

In my capacity as Head of Publications and then Deputy Director of the Office of Communications and Public Information (OCPI) for the UNTAET mission, I worked on a day-to-day basis with Karen who was the head of design and graphics for OCPI and the UNTAET mission.

Karen came to the mission with extraordinary design and administrative talents. Those skills proved invaluable as she headed up a design team of some six to eight people who designed and oversaw printing and distribution of a host of crucial public information. The publications were essential to the operations of the mission; to keeping the Timorese population informed on a range of political, economic and developmental concerns; and in providing key information to the Timorese that they needed in regard to both the national Constituent Assembly elections and the Presidential elections.

Karen and her team designed books and a 100,000 circulation, monthly, tabloid newspaper in four languages, as well as dozens of informative posters and myriad other publications related to the rebuilding of East Timor and the training of its civil service and police and defense forces. They also designed and produced all the printed material to inform Timorese citizens as they participated in the nationwide Constituent Assembly and Presidential elections

The demands on Karen were unceasing, and not just from OCPI, but from a variety of UN agencies and the Electoral Commission as well. Confronted with this immense workload, Karen demonstrated her ability to keep a cool head under pressure and to impressively manage myriad administrative and production details, while overseeing a large staff, and doing it with competence and cheer.

In 2003, while I was with the UN in Afghanistan, I had the opportunity again to work a bit with Karen. I also had the chance to see her establish a first class design and graphic

unit there that has made a critical contribution to the electoral campaigns in that country and to the UN's overall public information agenda.

I should also mention that Karen has left a worthwhile legacy in East Timor, Afghanistan and the other countries she has worked: She has invariably inspired and trained national staff in design, graphics and administrative and production procedures, so they can make a continuing contribution in their countries after she is long gone.

Karen will make a significant contribution in whatever mission she next chooses to join. I can give her no higher recommendation.

Brennon Jones
New York
November 4, 2005