
SEKISUI KYDEX names new design director

By **Rick Lundstrom** on June, 9 2020 | People



Karyn McAlphin will officially join [SEKISUI KYDEX](#) as Design Director, responsible for creative elements, but will also focus on the production of KYDEX® Thermoplastics and customer-facing experiences at SEKISUI KYDEX.

A native Californian, McAlphin graduated with a BA in fine arts from UCLA and then chose to pursue a second BA in photographic illustration from Brooks Institute of Photography with a specialization in audio-visual communications. She moved to the Pacific Northwest to pursue media production and relocated to Virginia for 17 years to work in USAir's corporate marketing department. During her 25-year career with the airline, culminating as Sr. Manager of Marketing and Branding, McAlphin worked on a variety of high-profile projects including the corporate rebranding of USAir to US Airways, the launch of Inflight Café - the first airline industry food for sale program. She also worked on the design and development of a custom tailored uniform program for 13,000 frontline employees, and development of the Envoy Suite, an industry-leading business class seat.

A former KYDEX® thermoplastics customer, she is looking forward to continuing to “think like the customer” as Design Director.

“I really enjoy translating customers’ wants and needs into viable solutions. Thoughtful design can significantly improve the customer experience, not only by ensuring everything looks right and works right, but also by eliciting a positive emotional response. I’m excited to help others realize the value of design in business,” she said.

Joining SEKISUI KYDEX as Design Strategist in 2017, McAlphin reflected on her career so far: “During my first year, my time was evenly divided between mass transit, medical devices, and aviation. It was exciting to learn about new industries. The following year, I focused primarily on aviation, my area of expertise, and this year, I’m seeing a fascinating trend develop where aviation and mass transit are looking to the medical industry for new ideas. Cross-pollination across our core markets and future markets will be extremely important going forward.”

“Karyn brings a unique design perspective as SEKISUI KYDEX enters into new projects and opportunities. She has embraced SEKISUI KYDEX's culture over the last three years, and has taken the time to learn and understand the emphasis that we put on the customer experience. Karyn will continue to play a pivotal role in helping our customers understand and utilize our high value, bespoke products like Infused Imaging™ technology,” said Nik Taritas, Vice President of Sales.

“I’m thrilled for Karyn and this opportunity where she will be able to widen her scope while working with cross functional teams to bring programs for all market spaces to completion. Karyn’s design savvy will effectively leverage our customer’s insights for their programs and help to create the best overall customer experience,” said Bernadette Chupela, Customer Experience Manager.