

BAILEY KEEFE

ART DIRECTOR / GRAPHIC DESIGNER

baileykee@gmail.com / baileykeefe.com

EXPERIENCE

ROCKETDOG NYC *Senior Art Director 02/2012 - 05/2013*

Art direction & design for print advertisements	Logo & identity development for new brands	Created marketing collateral including: stationary, press kits, business cards, brochures, postcards, etc...	Managed staff of Jr. Art Directors & interns
Website design	Designed email campaigns	Designed storyboards for animated web banners	Created moodboards for photo shoots
Designed indoor & outdoor signage			

PARTIAL CLIENT LIST

Classic Car Club, Florence Fancy, H&R Block, iHome Audio, Mio Mio, Mobi Munch, Now What Research, Pfizer, Roberta Freymann, Roberta Roller Rabbit, Stonehenge, Stone Street Tavern, Tavern 29, Taco Ocho, Tom & Eddies, Wakakya Perfection

BOWLMOR LANES *Graphic Designer 10/2005 - 01/2007, Art Director 01/2007 - 02/2012*

Conceptualized & designed print advertising campaigns	Designed all marketing collateral for Bowlmor Lanes & affiliated brands	Logo & identity development for all affiliated brands
Designed, coded & updated microsites for Bowlmor Lanes affiliated brands	Design & build email campaigns, web banners & landing pages	Created moodboards & directed all photo shoots
Designed indoor & outdoor signage	Negotiated directly with printing vendors regarding production costs & materials	Managed staff of Graphic Designers & interns

RECENT FREELANCE WORK

DAVID BURKE GROUP (01/13 - present) Designed postcards, print ads, packaging, signage & restaurant logos

BODY WORKS/RELAXZEN (02/13 - present) Designed print ads, packaging, signage & merchandise

LFB MEDIA GROUP (05/13) Facebook profile optimization

SENSIO INC. (11/12) Photo retouching

THE NARRATIVE GROUP (06/12) Designed PowerPoint capabilities deck

THINK IT FILM ASSEMBLY (05/12) Logo design

BERNARD HODES (04/12) Infographic design

TECHNICAL SKILLS

PHOTOSHOP | ILLUSTRATOR | INDESIGN

DREAMWEAVER | FLASH

MAC OSX | MICROSOFT WINDOWS

EXCEL | POWERPOINT | WORD

HTML | CSS | Familiar with JAVASCRIPT & PHP

EDUCATION

BACHELOR OF FINE ARTS

Emphasis in Graphic Design, 05/2006
California State University Long Beach

CONTINUING EDUCATION COURSES:

School of Visual Arts, New York City

• Advanced Photoshop, 04/2008

• Advanced HTML & CSS, 02/2011