



Zac Keeler | **Art Director | Strategist**

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www.KeelerCreative.com

2010

EXPERIENCE

Keeler Creative, Inc.

President/Art Director/Strategist

January 2009 - present

Art directed and wore many other creative hats for Keeler Creative, Inc. I started this year. Produced nearly 10 websites in 1 year, ranging from small portfolio sites to very large e-commerce sites. Developed a successful business and design model through each individual client by maintaining tight client relationships and close communication. Gained priceless knowledge of what a business consists of; reputation for self, for the company, and for clients; knowing when it is appropriate to switch gears from designing, direction, account and project managing, and sales; responsibilities; and strong willingness. Learned that a whole day can pass by without finding time to eat. Worked closely with and directed web developers to correctly build websites. Gained extensive knowledge in strategy, user experience, technologies and effective documentation. Gathered at least 1 person from each past workplace and built a professional network which continues to grow. Some clients included:

- P.S. Platinum
- Central Drugs RX
- Flexfit
- Glue Network
- American Express Travel

ZCity

Senior Designer

February 2008 - November 2008

Led the web department for ZCity.com. Directed web strategy and web production. The online presence consisted of a social network, network television, online tv shows, cause-related incentives, and an e-commerce store. Involved in the branding and identity of ZCity and the tv shows in production. Worked closely with the Senior Web Developer. Mentored an intern and teamed with the Art Director.

NewEgg.com

Lead Designer

September 2007 - November 2007

From concept to completion, designed the following: Black Friday promotional ads, 2007 Holiday Catalog, print ads, web banners, and website landing pages.

689 Design

Art Director

November 2006 - August 2007

Art directed, oversaw and mentored copywriter, designer, technical illustrator, and a number of interns. Involved with projects from start to finish in branding/identity, web design, print ads and illustration projects. Some clients included:

- Raleigh Studios
- Hotel Sax Chicago
- Genares
- Grand Avenue Chocolates
- KILLERNIC
- The Carlton Hotel
- Hotel Nikko
- Sunset Marquis

Lady Jayne Ltd

Illustrator and Designer

August 2006 - November 2006

Illustrated many different collections of paper products: stationery, notepads, bookmarks, labels, greeting cards and more.

theCollectiv

Designer and Illustrator

May 2005 - August 2006

Design in print, apparel, branding, photography, and web development. Worked closely with Creative Director. Gained professional boutique agency experience. Worked with creative team from concept to completion. Learned invaluable experience to apply to my future career.

EDUCATION

California State University, Fullerton

Arts Department

2002 - 2006

BFA, Graphic Design and Illustration

SKILLS

Software Knowledge

Photoshop CS4

Illustrator CS4

InDesign CS4

Flash CS4

Deamweaver CS4

Acrobat Professional

Pages

Keynote

Numbers

Microsoft Word

Microsoft PowerPoint

Microsoft Excel

Programming Knowledge

HTML

CSS

JavaScripts

ActionScripts

PRACTICAL SKILLS

Art Direction

Project Management

Web Strategy

Ad Concept

Working in fast-paced agency environments

Working in-house positions

Presentations and Sales

Client Management

Growing Beards and Running 5Ks