



KARINE KEELY

Bellevue, WA 98008 | 425.749.1456 | karine@karinekeelydesign.com | [LinkedIn](#)
www.karinekeelydesign.com

VISUAL DESIGNER

Web • Mobile • Interactive • Print

Passionate, highly-creative senior design professional with over 15 years of experience delivering all facets of multi-channel visual communications. Adept at translating objectives into visual storytelling that communicates strong messages and impacts audiences. Expertise in design fundamentals and creative process. Manages concurrent creative projects from conception to production, ensuring on-time, on-budget completion, and brand compliance. Leverages technical and creative skills to produce high-quality assets in a fast-paced collaborative team environment. Reliable communicator able to collaborate with stakeholders and convey complex ideas in unique, understandable ways.

Core Skills:

Art Direction & Visual Design
Project Management
Multi-Platform Visual Campaigns
Digital & Print Advertising
Logo Design, Branding, & Identity
Typography, Composition

Color Theory
Brand Standards & Style Guides
UI/UX for Responsive Web & Apps
Illustration & Iconography
Wire-Framing
High-Fidelity Prototyping

A/B Testing
Packaging
Environmental Graphics
Team Coaching & Development
Establish Photo Plan
Photo Art Direction

SELECT EXPERIENCE

KARINE KEELY DESIGN | 2008—Present

Art Director | Visual Designer | UI Designer – Senior Level

Provide art direction and visual design services for global companies and startups. Brainstorm, create, and transform ideas and product goals into clear strategies and compelling visual stories that support marketing objectives and fuel sales. Establish and/or maintain brand standards. Oversee all digital, motion, and print assets. Stay up-to-date with accessibility guidelines, industry standards, and trends.

MAJOR CLIENTS:

Experian.com/Employer-Services | **Visual Designer**

Worked collaboratively with marketing and sales teams to create compelling customer-focused content for products and services. Content applied to social campaigns, motion graphics, digital platforms, webinars, and print assets. Established and/or maintained divisional brand standards.

Mentor Creative Group | **Visual Designer**

Designed brand identities, style guides, and intuitive visually appealing user interfaces for digital products and software applications. Worked collaboratively as a member of the product development team to ensure user-centered designs followed industry standards and corporate objectives. Integrated current design trends to elevate the customer experience.

REI | **UI Designer**

Created user-centered designs for campaigns, events, and new experiences on REI's digital platforms including rei.com and mobile applications. Communicated a variety of messages and interactions by expertly utilizing imagery, typography, motion, and data to tell compelling stories. Partnered closely with brand and marketing creative teams consisting of writers, strategists, and Art Directors to execute compelling, user-focused, brand-right consistent customer experiences on digital platforms.

EDUCATION

BFA, Graphic Design, OREGON STATE UNIVERSITY, Corvallis, Oregon

TECHNICAL SKILLS

Adobe Creative Suite (Photoshop, InDesign, Illustrator, Animate CC, Dreamweaver, After Effects) | Sketch | Figma
InVision | CSS | HTML | JavaScript | jQuery | Abstract | MS Office (Word, PowerPoint)