



KEITH HART

keith@strengthofone.com



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EXPERIENCE

Art Director, Vice President, Access Brand Communications, New York, NY

- > Lead multiple project teams in all aspects of creative development of complex print, web, experiential, social, HTML email and video projects
- > Lead designers, art directors, writers, producers and developers to meet project expectations creating innovative, creative user experiences
- > Hands-on web design development including responsive design, user interface, user experience (UI/UX), web typography, image compression, code optimization, performance testing, content management systems (CMS) and web server management
- > Creative vision and art direction for all design concepts, photography, animation, motion graphics, video editing, print design and graphic materials
- > Communicate effectively and collaborate with web producers, information architects and developers to coordinate website strategy, creative execution, color theory, UI design and content management
- > Understand target audience requirements and articulate to team translating into actions that enhance development of creative solutions and storytelling approaches
- > Prepare documentation describing how message architecture, concept, and design reflect the strategy and communicate clearly to stakeholders
- > Maintain consistent brand identity across all media for multiple Fortune 500 brands in marketing, e-commerce, public relations and advertising materials
- > Provide quality assurance for all creative deliverables with strong attention to detail
- > Develop high-end business development presentations which include: concept, writing, collaboration, creative execution and pitching
- > Manage staff and determines appropriate coordination needs for freelance and consultant needs
- > Management experience to mentor and inspire creative staff in a highly dynamic fast-paced environment with tight deadlines
- > Develop and manage budgets effectively

Creative Director, ChemConnect, Houston, TX

- > Successfully planned, designed and implemented company web site redesign
- > Responsible for design and implementation of all online corporate collateral materials including direct mail (via HTML email), web site pop-up windows, banner ads, and presentations
- > Designed and produced five-minute video with audio for international trade show
- > Provided staff with user-interface and information architecture guidelines for web application redesign
- > Created icons and user interface graphics for web application redesign
- > Worked closely with senior management to define key messages and branding
- > Ensured consistent delivery of corporate identity across multiple projects

Creative Director, Lippincott, Williams & Wilkins, Philadelphia, PA

- > Designed and produced logos and identity systems for re-launch of LWW online properties
- > Developed product names and brand guidelines for new online offering
- > Design and illustration of logos and identity systems for existing online book collections



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Creative Director / Brand Manager, AppGenesys, Inc., San Jose, CA

- > Managed designers, copywriters and programmers to launch initial corporate web site
- > Responsible for design and implementation of all corporate collateral materials
- > Managed design firm to develop print, multimedia, ecommerce and web projects from conception through production
- > Worked closely with senior management to define key messages and branding
- > Ensured consistent delivery of corporate identity across multiple projects
- > Developed and implemented internal procedures for digital asset management

AWARDS

American Graphic Design Awards

- > Brochures & Collateral: 2014, 2015, 2016
- > Corporate Identity: 2000, 2001, 2002
- > Event Collateral: 1999
- > Interactive Design: 2005, 2009, 2010, 2013, 2014
- > Invitations: 2014
- > Letterhead: 2006
- > Posters: 2014
- > Point of Purchase: 2007
- > Social Media: 2014

American Web Design Awards

- > Internet Design: 2005, 2009, 2010, 2013
- > Microsites: 2013
- > Social Media: 2015
- > Websites: 2013, 2015, 2016

W3 Awards

- > Email Marketing: 2009, 2012, 2013
- > Mobile Website: 2013
- > Website, Food & Beverage: 2014, 2015
- > Website, General: 2016
- > Website, Public Relations: 2013

AFFILIATIONS

- > American Institute of Graphic Arts (AIGA)
- > The Art Directors Club (ADC)

TECHNICAL SKILLS

- > Adobe Creative Suite (Photoshop, Illustrator, InDesign, Dreamweaver, XD, Typekit, Flash, Acrobat, After Effects, Premiere), Sketch, Keynote, Microsoft Office, Sharepoint.
- > HTML5, CSS3, Bootstrap, Foundation, JQuery, WordPress, PHP, MySQL, XML, Litmus, Google Analytics, Google Fonts, QuickBase

EDUCATION

- > Boston University
Bachelor of Science
Major in Journalism
Minor in English