



STRENGTH OF ONE

KEITH HART
KEITH@STRENGTHOFONE.COM
646.247.6995

115 WEST 78TH #1R
NEW YORK
NEW YORK
10024
USA

WWW.STRENGTHOFONE.COM

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EXPERIENCE

Art Director, Access Communications (Ketchum, Inc.), New York, NY (January 2004–Present)

- Responsible for the conceptual development, design and production of numerous public relations materials, all with the key strategic objective of driving Access revenues and increasing customer awareness
- Establishes the conceptual and stylistic direction for the design staff and orchestrates their work as well as the work of production artists, photographers, illustrators, pre-press technicians, printers and anyone else involved in the development of a project➤ Responsible managing and scheduling the workflow of the Design Department, as well as hands-on production work
- Design all printed and online materials
- Supervise and direct the work of graphic designers
- Selects vendors and has final creative authority
- Assess the need for, and contract with, outside contractors and/or vendors, to include screening and negotiating contractor bids to select those who meet standards of quality and service in addition to budget constraints
- Schedule and manage all jobs through the Design Department to meet deadlines
- Act as liaison with Production Department to achieve consistency in printed materials.
- Manage Design Department's pre-production services
- Serve as System Administrator for the department's local area network
- Coordinate with Access executive management and Human Resources to manage all updates and changes to the FTP and Access web sites
- Coordinate with IS to establish and maintain technical equipment (audio/video, LCD projectors, etc.)

Graphic Designer, Fremont Bank, Fremont, CA (January 2003–January 2004)

- Responsible for design and production of all bank print & online materials
- Handled both interactive design and programming for web-based animation projects
- In charge of design & production of weekly direct mail and outdoor advertising campaigns

Graphic Designer, Idee, Inc., San Francisco, CA (July 2002–January 2005)

- Responsible for design and production of all client print materials
- Handled both interactive design and programming for web-based animation projects
- In charge of organization and production of map-based sales program for Fortune 500 client

Creative Director Online, ChemConnect, Houston, TX (January 2001–May 2002)

- Successfully planned, designed and implemented company web site redesign (www.chemconnect.com)
- 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



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- › Designed and produced five minute video (with audio) for international tradeshow
- › Provided staff with user-interface and information architecture guidelines for web application redesign
- › Created icons and 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 (July 2001-May 2002)

- › 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

Creative Director/Brand Manager, AppGenesys, Inc., San Jose, CA (June 2000-June 2001)

- › 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, 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

- › 1999 American Graphic Design Award: Event Collateral
- › 2000, 2001, 2002 American Graphic Design Award: Corporate Identity
- › 2004 Webby Worthy Award Winner: Access Communications
- › 2005 American Graphic Design Award: Internet Design
- › 2006 American Graphic Design Award: Letterhead & Stationary
- › 2007 American Graphic Design Award: POP and Tradeshow Signage
- › 2008 American Graphic Design Award: Interactive Design
- › 2009 American Web Design Award

AFFILIATIONS

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

TECHNICAL SKILLS

- › Operating Systems: Macintosh OSX, Windows, UNIX, Linux
- › Applications: Adobe Photoshop, Illustrator, InDesign, Dreamweaver, Flash, Acrobat, Quark Xpress, and Microsoft Office among others.

EDUCATION

- › Boston University, College of Communications, Boston, MA. Bachelor of Science, May 1991. Major in Journalism; minor in English.
- › City College of San Francisco, San Francisco, CA (1996-2002). French and Japanese.
- › San Francisco State University, Multimedia Studies Program, San Francisco, CA (1998-1999). Software training.