

REBECCA KEITH

GRAPHIC DESIGNER

ABOUT

I am a brand identity focused graphic designer and association professional working in the Austin area. I have eight years experience generating creative content across a wide variety of clients and industries. As a creative thinker, I excel at translating strategic ideas into visual presentation, and creating cohesive experiences while working as a team player in a deadline driven environment.

RELATED EXPERIENCE

Legal Graphic Designer | Immersion Legal Austin, TX • 2022 - Present

I communicate and collaborate with law firms across the country to create verdict winning presentations and civil trial litigation graphics.

- Work closely with attorneys to develop visually compelling presentations for court use
- Design within a time frame side by side with trial teams both remotely and on-site for development of impactful print and digital graphics
- Manage the design, production, and ordering of trial storytelling demonstratives
- Build templates, layouts, color schemes, illustrations and animations in line with client branding standard

Communications Director | Texas Criminal Defense Lawyers Association Austin, TX • 2021 - 2022

My duties include determining and implementing creative direction, visual standards, and style guides across each channel of the associations media. I have an active role within the associations concept creation, design, advertising and production of all communications.

- Management, design and production of the *Voice for the Defense*, the associations monthly law journal
- Member of the Voice for the Defense Editorial Board
- Member of the Media Relations Committee
- Legal publication design and layout following each legislative session
- Multi-Media marketing materials including event brochures and posters, postcards, social media content, and cohesive web graphics.
- Communication planning and direction with CEO and management team
- Development of multiple project timelines simultaneously
- Management of print vendors, bids, proofing and press checks
- Writing and disseminating press releases

Lead Graphic Designer | Brand Yourself Huntington, WV • 2015 - 2020

I was responsible for leading the design and development of the company branding and brand identity, establishing a style guide and creating marketing assets across print and digital platforms.

- B2B/B2C branding, brand identity, and concept creation
- Designed print, eCommerce & digital marketing collateral, including event materials, social media and web content creation, and e-mail campaigns
- Small & large format environmental design
- Retail, apparel, promotional & production design
- Built & managed custom digital mock ups and various templates
- Worked on concrete deadlines from concept to delivery
- Communicated with clients directly

EDUCATION

Marshall University
BFA - Cum Laude
Graphic Design
Huntington, WV
2011 - 2015

Relevant Courses:

Adv. Graphic Design
Adv. Digital Media
Advertising Design
Typography
Digital Painting
Illustration
Professional Practice

TSAE Membership,
Marketing, and
Communications
Conference
Kalahari Resort,
Round Rock, TX
2021

CAPA International Education

Italian Renaissance Art
& Architecture
Florence, Italy
2015

SKILLS

Adobe Creative Suite
Microsoft Office
Branding/Brand Identity
Art Direction
Advertising
UX/UI
Typography
Illustration
4 Color Process Printing
Motion Design
Video Editing
HTML/CSS
Communication
Time Management
Team Player
Production Design

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