

Deborah Kekone

graphic + web design

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🌐 www.dkekone.com

Accomplished and experienced graphic and web designer with expertise in print, packaging, merchandising, websites, and new media design. Specialties include: design, creating advertising and marketing campaigns, client and project management, branding, online advertising, search engine optimization, developing creative strategy, open communication, team work, conceptual thinking.

experience

Art Director and Graphic Designer / Various Freelance / September 2006 – present

Design collateral, identity, websites and new media for a variety of non-profit and small business clients. Sub-contracted freelance employee for marketing companies, public relations firms, print houses, design studios, and small businesses. Experience includes self-managing projects and clients, art directing projects for other designers, collaborating on branding strategies with copywriters and project managers, and working on projects with in-house creative staff.

Clients: Rodin Marketing & Design, Skilset Communications, Rogers & Cowan, Lucy Hernandez Marketing & Consulting Services, Marina Graphic Center, Allied Graphics, CSULB Earl Burns Miller Japanese Garden, various small business clientele

Senior Graphic Designer / Rabuck Stranger / January 2008 – December 2008

Concepted and designed print advertising, corporate collateral, direct mail, logos, brand identity, websites and new media. Programmed websites and HTML emails, implemented search engine optimization.

Graphic Designer / Genau Design & Development / June 2004 – November 2007

Concepted and designed marketing, print and collateral materials, developed marketing and creative strategies, designed packaging and point-of-purchase merchandising, designed and programmed websites and new media, implemented search engine optimization, managed clients and projects.

Senior Production Artist / Allied Advertising / March 2001 – June 2004

Created film-related advertisements to run in over 80 publications, retouched photos, designed corporate identity, promotional materials, POP displays and advertising materials for theme parks and entertainment venues, designed web banners.

Production Artist / Los Angeles Times / December 1999 – March 2001

Created retail, auto, and real estate ads to run in the Orange County edition of the LA Times.

noted projects

- Designed 2008 and 2009 product catalogs for Ross Racing Pistons
- Designed packaging for ABBYY Software House line of products
- Designed brand identity materials for Santa Monica Convention & Visitors Bureau
- Designed packaging, marketing materials and websites for Interbath and Ondine showers
- Designed awareness and educational materials for the Pancreatic Cancer Action Network (PanCAN)

skills

Extensive experience in Adobe CS: InDesign, Photoshop, Illustrator, Dreamweaver, and Fireworks; QuarkXPress, Microsoft Office, HTML, CSS, Javascript, search engine optimization, branding, e-commerce, typography, RGB, 4-color process and Pantone Matching Systems, photo retouching, and Apple OS; Moderate experience in Flash programming for websites and web banners. Understanding of database-driven web programming. Expert levels in both technical and creative skills.

education and training

US Postal Service Bulk Mail Course / August 2007

Macromedia Flash Training / July 2006

40 hour private course, instructed by Cassandra St. Louis

Woodbury University, Burbank, CA / Graphic Design / Fall and Winter 1999

Undergraduate, 3.75 GPA

Brooks College, Long Beach, CA / Graphic Design / Fall 1997 – Spring 1999

Associate of Science, Visual Communications

3.8 GPA, Dean's List and Honor Roll in Fall 1997, Fall 1998, Winter 1998-1999, Spring 1999

Mt. San Antonio College, Walnut, CA / Undergraduate / Spring 1996 – Summer 1999

Photography, graphic design and general education courses

references and samples available upon request