



Keith Speegle



Experience

Keith Speegle Design Studios

(August '03 - **Current**) Freelance

▶ www.ksds.graphics (My Portfolio of Works)

Companies I've worked with: Taco Bueno, Essilor, Altair Global, iHop, American Express OPEN, Pennzoil, Black & Decker, Disney, Adams Extract, Atkinson Candy, The Event Lounge, Axiometrics, Eklund's Elevator Cabs, LAPD, Nucery, Head for the Cure, Cody's Friends Rescue, ThinkWhy, LaborIQ and others

eWomenNetwork and eWomen Foundation 501(c)(3)

(January '07 - September '22)

14900 Landmark Blvd.

Sr. Director of Graphics

Suite 540

Supervisor: Kym Yancey

Dallas, TX, 75254

Owner and CMO

972-620-9995

Responsibilities:

- ▶ Development and Maintenance of company's websites
- ▶ Manage design staff along with freelance artists
- ▶ Design, layout, and production of print graphics
- ▶ Research and advise upper management on computer software/hardware purchases
- ▶ Saved the company over 40K developing several satellite sites using WordPress e.g. sandrayancey.com • ewnconf.com

Customized Communications Inc. - Medical/Health Publishing

(October '05 - January '07)

PO Box 5566

Art Director

Arlington, TX 76005

Supervisor: Mike McWithey, President

800-476-2253

Responsibilities:

- ▶ Rework old graphics and sales brochures, increasing sales by 15%
- ▶ Design, layout, and production of new print graphics
- ▶ Maintenance of the company's website: www.customizedinc.com
- ▶ Work directly with clients to accomplish desired objectives

Great Western Industries and GemKote™ - Printing and Packaging

(April '02 - October '05)

13465 Jupiter Road

Creative Services Manager / Director

Dallas, TX 75238

Supervisor: Steve Young, President

No Longer in Business

Responsibilities:

- ▶ Design, layout, and production of graphics.
- ▶ Maintenance of the company's website: www.greatwesternindustries.com
- ▶ Work directly with the sales department and their clients to accomplish desired objectives
- ▶ Liaison to the research and design department for GemKote™ Reflective Paper Products, bridging the gap between the customer and GWI by adding 33% more sales and 90% less reprints
- ▶ Assist as needed the Prepress department



PROFESSIONAL SKILLS

PRINT DESIGN
 WEB DESIGN & SEO
 EMAIL DESIGN & MARKETING
 HTML
 CSS
 WORDPRESS
 JOOMLA
 PACKAGING
 VIDEO
 BRANDING
 CREATIVE STRATEGY
 ART DIRECTION
 ONLINE COURSE BUILDING
 APP UI/UX



PERSONAL SKILLS

PROBLEM-SOLVING
 TEAM WORK
 INNOVATIVE
 LOYALTY
 RESOURCEFUL



REFERENCE

I have used Keith for countless projects over the years and he always does an amazing job. He is creative, fast and delivers on my vision each time I ask him to complete a project for me. He takes time to understand my requests thoroughly and is very strategic (and quick!) as he crafts graphic treatment for me ... every time, hitting the budget and creative vision right on target.

Alison Zimmerman
 Owner at The Event Lounge

PO Box 459, Kiefer, OK 74041 • (918) 808-9559
 email: kspeegle@ksds.graphics • Portfolio: ksds.graphics



Keith Speegle



APPLICATIONS

ADOBE INDESIGN
 ADOBE PHOTOSHOP
 ADOBE ILLUSTRATOR
 ADOBE ACROBAT PRO
 ADOBE PREMIERE
 ADOBE AUDITION
 ADOBE CREATIVE SUITE
 WORD
 POWERPOINT
 EXCEL
 SOCIO (Event App)
 KAJABI (Online Course Building)
 ODOO
 WORDPRESS



PLATFORMS

Windows



REFERENCE

Keith is a great team member. He's self-driven and knows his art well. He works autonomously to drive projects forward and will take and give creative direction. His skills span beyond just graphic and web design. He's a go-to resource for anything technology. Good eye and creative skill set combined with vision, a highly desirable asset for any team.

Bridget Arnott
 VP of Marketing
 ThinkWhy

Wave3 and WorldConnect Communications, Inc. - B2B and Network Marketing

(Sep '00 - April '02)

Art Director

Supervisor: Ryan Houser, Director of Marketing

Tulsa, OK

No Longer in Business

The company is now Enersource

Responsibilities:

- ▶ Design, layout, and production of graphics Design and maintenance of the company's website:
 www.worldconnectonline.com • www.energrees.com
 www.wave3com.com
- ▶ Responsible for upgrading computer equipment and software that allowed the department to work 20% faster

Professional Image, Inc. - Printing and Packaging

(April '96 - Sep '00)

Manager, Research and Design Development

Supervisor: Sammie King, Director of Marketing

12437 E 60th St

Tulsa, Ok 74146

800-722-8550

Responsibilities:

- ▶ Design, layout, and production of packages, both structurally and graphically Design and maintenance of the company's website:
 www.pi-pkg.com
- ▶ Saved the company \$375,000 annually while doubling the output of the CAD Department by bringing production in-house
- ▶ Helped boost sales by more than 35% due to increased production and turn-around time
- ▶ Preparation and construction of samples and prototypes using the Artios Cad/Cam table
- ▶ Work directly with the sales department and their clients to accomplish desired objectives
- ▶ Supervision of all "players" in my department, ensuring deadlines and goals were met
- ▶ Purchasing agent for dies and departmental supplies
- ▶ Research and advise upper management on computer software/hardware purchases

Wal-Mart Corporate Offices

(Aug '95 - April '96)

Graphic Designer for the Signing Department

Supervisor: Rex, Art Director

Bentonville, AR

Responsibilities:

- ▶ Work directly with corporate buyers in the following departments: Shoe, Automotive, Tire Lube Express, and One-Hour Photo Lab
- ▶ Design and implement an interior and exterior corporate-wide look for the aforementioned departments



Education

Oklahoma State University • Degree in Applied Science
 Computer Graphics Technology • Graduation Aug '95

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