

GRAPHIC DESIGN & ART DIRECTION

DANIEL KEENAN

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WORK EXPERIENCE

SENIOR DESIGNER

URBAN OUTFITTERS, 2004-2010

Duties Included:

- Concept, design & art direction of in-store graphics, packaging & web marketing
- Development of new type & graphic treatments & photographic styles for each season
- Concept & design for product development of graphic tees, bags & watches
- Promoted to senior designer after taking a lead role in art directing photo shoots and acting as the liaison between the design team and the photography studio

DESIGNER

THE WEATHERVANE, 2004

Duties Included:

- Contributed to the reconceptualization of the brand
- Developed seasonal looks for in-store store type & graphic treatments for packaging & signage

DESIGNER

MARTIN/WILLIAMS, 2003-2004

Duties Included:

- Concept, design & production of internal & external marketing materials for the various client base of Martin/Williams including print ads, brochures, logos, catalogs & TV spots
- Active in new bussiness pitches; developing and creating the presentations

EDUCATION & SKILLS

Minneapolis College of Art & Design, BFA, Graphic Design; Graduated with Honors

- Expertise of Adobe Creative Suite, Quark Express & Microsoft Office Suite
- Experience in art directing both model & product photoshoots
- Leading and manging a team from start to finish on projects
- Hands-on experience of creating mock-ups, books, posters and point of sale material used in presentations for marketing & new business