

Keith McCrea  
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I have over twelve years of graphic design experience, coupled with years of digital photography, web design and coding knowledge. My passion for my trade makes me very detail oriented in the advancement of my skill.

## PROFESSIONAL EXPERIENCE

**SEPTA, Philadelphia, PA** (Dec 2015 - May 2017)

### Graphic Designer

Design and layout a variety of in-house and customer signage, including transit signs and station signage. Updating and editing of system maps, and file set up for production by adhering to all pre-press and graphic standard requirements. **Skills used:** Photoshop, Illustrator, Indesign, Adobe Acrobat, Microsoft Office Suite, Digital Photography.

- Contributed to the look and feel of the new signage for the SEPTA Philadelphia Concourse area

**RECRUITMENTQUEEN.COM, Levittown, PA** (Feb 2014 - Jan 2016)

### Creative Designer

Design signage and marketing material that supports the RecruitmentQueen brand. Conceptualizes and designs new customer ads to be featured on the RecruitmentQueen website and in affiliated business editorials. Provides photography services for Career fair and other RecruitmentQueen related events. **Skills used:** Photoshop, Illustrator, Indesign, Adobe Acrobat, Dreamweaver, Microsoft Office Suite.

- Designed the current branding identity for RecruitmentQueen.com.

**WOMAN TO WOMAN (W.O.W.) – Telecommute** (Feb 2012 - Jun 2016)

### Board Creative Director/Designer

Conceptualize and design print and animated creative material for non-profit organization's promotional and marketing needs as well as overseeing all visuals created for the organization to ensure consistency within the brand. **Skills used:** Photoshop, Illustrator, Adobe Acrobat, Microsoft Office Suite.

- Responsible for Ad campaign that promoted the organization's first Gala which raised over 50% more funds than estimated.

**CALKINS MEDIA – Levittown, PA** (Jan 2007 - Oct 2012)

### Recruitment Advertising/Creative Dept. Graphic Designer

Lead Designer for Recruitment advertising department and team designer for the Creative department responsible for three of Calkins Media's local newspapers and two of its online components. Also managed, filed and cataloged all print and online marketing material for the department. **Skills used:** Photoshop, Illustrator, Indesign, Adobe Acrobat, Indesign, QuarkXpress, Flash, Microsoft Office Suite, Digital Photography.

- Carried out all conceptualization and design of marketing & promotional material that contributed to a 15% increase in yearly department revenue.
- Created the advertising campaign that initiated a 25% sales increase for the ending quarter of the fiscal year.

**PINDAR SET – Conshohocken, PA** (May 2005 - Jul 2006)

### Premium Spec Visual Artist

Designer of marketing advertisements and speculative advertisements for the YBUSA sales force. **Skills used:** Photoshop, Illustrator, Adobe Acrobat, Microsoft Office Suite.

- Responsible for conceptual Ads that were used to increase sales from new clientele.
- Carried out editing and typesetting for all advertisements created in daily work queue.

**FREELANCE GRAPHIC DESIGNER – Philadelphia, PA** (Jan 2005 - Present)

Design and conceptualize custom graphics for a wide range of print and web material as well as providing creative writing services in the form of tag-line creation, Ad body content and business synopsis creation. **Skills used:** Photoshop, Illustrator, Indesign, Dreamweaver, Flash, Adobe Acrobat, Microsoft Office Suite, Digital Photography.

- Responsible for the creation of brand identity of multiple entrepreneurs and small businesses.

## TECHNICAL SKILLS

(PC & MAC platforms)

Adobe Creative Suite

HTML5

CSS

Javascript

JQuery

Chrome Developer Tools

Twitter Bootstrap

QuarkXpress

Digital Photography

Microsoft Windows

Mac OS

Microsoft Office Suite

OpenOffice Productivity Suite

Basic Network Troubleshooting  
(Windows XP, 7)

WebDAV Experience

Typing (45-50wpm)

## EDUCATION

Capella Education Company-  
**Building Mobile Friendly Web Experiences;**  
Certificate Program (2016)

Aquent Gymnasium –  
**HTML & CSS Coding for Designers;**  
Certificate Program (2013)

Eclasses.org –  
**Web animation with Flash • Intermediate Flash Animation;**  
Certificate Program (2009)

The Art Institute of Philadelphia-  
**Graphic Design;**  
Associates Degree (2005)