

Keith Karr

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karrcreative.com

facebook.com/KarrCreative

twitter.com/karrcreative

google.com/+KeithKarrCreative

linkedin.com/in/keithkarr

www.unionjackphotography.com

www.heavyweightkillers.com

www.futurecharlotte.com/

:::: EXPERTISE

Provide full spectrum of creative and technical graphic design. Twenty + years of design experience, with emphasis in concept development. Develop brochures, identities, packaging, posters, and all aspects of creative print design. I also have a working knowledge of website design/UX experience.

:::: PROFESSIONAL EXPERIENCE

Graphic Design/Print Production, April 2017 - Present

Copy Cat Printing

As a print production/graphic designer/pre-press specialist at Copy Cat Printing. I am using the latest printing technology along with the Adobe Creative Cloud to help clients effectively create and produce brochures, newsletters, marketing materials, business cards, catalogs, high-quality banners and signage, mailing campaigns and much more!

- Preflight and fix customer files, setup and impose, rip to all offset and digital presses and printers
- Maintain shop standard .pdf workflow (Adobe plug-ins), schedule work, establish priorities, complete all jobs in a timely manner
- Perform all work required for printing all paper projects using digital presses, including design, file preparation, machine preparation and maintenance
- Perform all work required for printing all banner and signage products, including design, file preparation, machine preparation and maintenance
- Create files for all variable data print projects, using XML documents merged within InDesign. Perform data base management and preparation work required for Mailing Services projects
- Develop and maintain limited shop color management systems - calibrate monitors and printers as needed
- Help maintain customer online ordering websites and manage workflow for orders from those sites, including downloading files, imposing, ripping to print
- Create artwork files for print, using color, type, illustration, photography, and other design techniques
- Actively communicate with client to understand and deliver design material to their satisfaction
- Communicate courteously with clients either by phone, email or at the front counter to take a job order or clarify scope of a project

Graphic Designer, April 2010 - Present

KarrCreative.com

As a visual designer At KarrCreative.com, I am responsible for creating visually engaging and innovative web-based and mobile products. I understand that visuals not only bring concepts to life, cultivate bonds between customers and brands, but visuals also engage human response. I know the power of imagery and wield it appropriately. Clients include, but not limited to: Thorlo's, Antioxidant Farms, Pilot Media Magazine, Volt Energy Drinks, Dream Garden Beverages, Souls of Brooklyn, Peter Ponzol, JL Smith, Summit Beverage Group and Chadwick Investments.

- Craft graphic elements, assets, and visual treatments that adapt and flow with responsive design systems
- Partner with front-end developers and create HTML and CSS-friendly designs
- Produce brand standards and style guides for creating interactive, user-centric products
- Be the keeper of the brand look and feel and ensure all creative broadcast across all channels lives up to the highest quality of the company's visual standards
- I maintain a creative flair, up-to-date knowledge of industry software and a professional approach to time, costs and deadlines. I am proficient with WordPress and Adobe Creative Cloud applications: Photoshop, Illustrator, InDesign, Muse. I also have a working knowledge of Premiere and Dreamweaver.

Studio and Freelance Photographer, April 2014- Present

UnionJackPhotography.com

Photography is a key component to the Visual Communication Industry. Aligned with Karr Creative, Union Jack Photography offers both studio photography as well as freelance photography. Shoots include, but not limited to product photography, portrait photography and event photography. Adobe CC Suite for editing.

Graphic Design Consultant, August 1997 - Present

Freelancer

Contract independently and through a variety of design agencies and local clients to provide comprehensive art direction and graphic design services (including concept development, illustration, photo-manipulation, custom trapping, scanning, press checking, image masking, and final production) . Clients include Chadwick Investment, Acuity Technologies, Health Care Advisory Board, Albrecht Publication Services, APICS— The Educational Society for Resource Management, Arthur Anderson, Carter Cosgrove, Discovery Channel, Global Link Inc., Kircher and Associates, Morris Beecher, National Geographic, On Target Media Group, Omni Digital, Price Waterhouse, Widmeyer Baker Group, Wonder Media, and Watson Wyatt Worldwide, Charlotte Observer

Senior Graphic Designer, December 2004 - April 2010

Pilot Media.us

Assisted editor with layout of 6 x 9 marine guide. Duties included ad creation, GPS map creation, complete layout in Indesign, approving color matchprints and updating web content on a monthly basis.

Finishing Supervisor, April 2005 - October 2009

Industrial Sign & Graphics Inc.

Supervisor of seven employees, maintain quality control of fleet vinyl graphics and 3M Océ 4 - color Process Digital Prints for a multi-million dollar graphics company. Clients include, but are not limited to R&L, Estes, U.S. Express, SouthEastern, Harris Teeter and Global Express. Software used is Flexisign, Photoshop and Illustrator.

Senior Graphic Designer, April 2004 - November, 2004

Set? Communicate!

Created educational collateral for major universities in the south east, including Johnson C Smith University, North Carolina State University, Wingate University, North Carolina A & T University and UNC Charlotte. Responsibilities included but not limited to Art Direction, photo retouching, logo design, press inspections and layout.

Graphic Image Separator, July, 1995 - July, 1997

SGS/Reynolds Metal

Designed and produced graphic images pertaining to the packaging industry. Transferred individual color separations to engraving cylinder, electronic file, and photo-composed film. Graphic production responsibilities included adding traps, correcting colors, building masks, proofing cromalins and matchprints, and scanning reflective and transparent art, clipping complex masks and pilot proofing with can graphics.

:::: TECHNICAL EXPERTISE

DESKTOP

Proficient in PC and Mac environments: Adobe CC, Illustrator, PhotoShop, InDesign, Acrobat, Microsoft Word and Microsoft PowerPoint, WordPress and Dreamweaver.

PHOTOGRAPHY GEAR

Sony a6000 camera bodies, 50mm 1.8 Sony, 30macro Sony and 135mm 2.8, Studio lighting

:::: EDUCATION

Degree: B.F.A., Communication, Arts, and Design, Virginia Commonwealth University, Richmond, Virginia.

REFERENCES:

Mike Aldridge
704-7261743
mike@pilotmedia.us

Publisher, Pilot Media LLC Keith & I crossed paths in 2004. As it turns out, he & I have worked with some of the same people. His experience and talent turned out to be a good match for the particular production challenges I've faced. He has the unique ability to understand the technical aspects of the odd combination of software we use, and pull the best out of those applications. He also has the unique ability to shift effortlessly between the rolls of production artist and graphic designer. He's good at what he does, and immerses himself in the task at hand.

Jeffery Smith
704-521-1088
jsmith@jlsmithco.com

President at J.L. Smith & Co. I've had the great pleasure of working with Keith on several projects. I've found him to deliver great results in a very timely manner. He's a real pro! I look forward to working with him again in the near future.

Justin Vandergrift
jvander@chadwicktrading.com

President at Chadwick Investment Group, a Trend Following Money Management Firm I first hired Keith several years ago to do a simple design job. It turned out beautifully, on time and on budget. Since then I've hired him to do many jobs. Each were done brilliantly and on time. I highly recommend his services. He is an excellent resource for my company.

Owen Ryan
646-812-5109
owenryan@yahoo.com

CEO at AntiOxidant Farms, Inc. When it comes to quickly understanding communication objectives and strategies, and then delivering excellent results in on-time (and on budget!) high-quality fashion, Keith Karr is an excellent resource. His work speaks for itself!