

Keith Karr

Visual Designer

I have always focused on good design,
but now I want to know why it works.

Keith Karr
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April 2010 - Present

Visual Designer - Karr Creative

As a visual designer at Karr Creative, 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, Weichert Realty, Copycat Printing and **Chadwick Investments**.

- Design data presentations, HTML newsletters, corporate reports, data visualization, data analytics and data storytelling
- I seek client feedback and solve design challenges through creative & innovative solutions
- I always maintain an empathetic viewpoint and treat every deliverable as if it were mine
- Craft graphic elements, assets, and visual treatments that adapt and flow with responsive design systems
- Produce brand standards and style guides for creating interactive, user-centric products
- I maintain a creative flair, up-to-date knowledge of industry software and a professional approach to time, costs and deadlines.

April 2017 - 2022

Graphic Design - UPS Printing & Copy Cat

As a print production/graphic designer/pre-press specialist, 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!

August 1997 - 2018

Graphic Design Consultant, 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

References available upon request

::: SOFT SKILLS

Empathy
Curiosity
Collaboration
Communication

::: TECHNICAL EXPERTISE

DESKTOP
Proficient in PC and Mac environments: Adobe CC, Illustrator, Photoshop, InDesign, Dreamweaver, Acrobat, WordPress, Figma, and Miro.

::: EDUCATION

UX/UI Certification at CPCC
June 2022

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

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