

Keith Karr

Visual Designer

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

April 2010 - Present

Visual Designer - Karr Creative

As a visual designer, when creating an MVP, I first start out with doing deep dives into a companies needs, while getting the attention of their potential end user/personas, it all begins with telling a story. I always start each project with a series of conceptual diagrams. I also like to do a comparative and competitive analysis of the clients competition, so that I can have a better understanding of who the client is and who they are competing against. The stake holders always should understand who their potential personas are and this starts with a competitive and comparative analysis study. 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.

- I am an expert in design thinking, and I have a working knowledge of how this is applied within User Experience. I enjoy using methods such as partner mapping, prototyping, storyboarding, customer journey mapping to achieve a successful value proposition. I believe that user-centric design is a critical component of solving design challenges. Engaging users through user interviews, collaborating, creating iterations with users feedback is the only real way to create a value proposition.

April 2017 - June 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

Keith Karr

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SOFT SKILLS

Empathy

Curiosity

Collaboration

Communication

Hand Sketching

Conceptual Diagramming

Data Storytelling

Partner Mapping

Insights Mapping

Value Proposition

Storyboarding

Design Thinking

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