

262 Sidney Street, Unit 2R,
Cambridge, MA 02139
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keith@keithcampbelldesign.com



SKILLS

- Flash
- Photoshop
- Fireworks
- Illustrator
- Dreamweaver
- InDesign
- QuarkXpress
- CSS
- XHTML
- Actionsript
- Javascript
- Microsoft Visio
- Ektron CMS400.NET
(Content Management System)
- After Effects
- Final Cut / Adobe Premiere
- Windows OS / Mac OS

EDUCATION

Master of Fine Arts, Graphic Design

Graduated May 2002
Boston University, Boston, MA

- Theoretical research and practical study in graphic design history, interactive media and 3D modeling
- Thesis title: *Sailing: An Interactive Learning Experience*

Bachelor of Fine Arts, Graphic Design

Graduated June 1995
Rochester Institute of Technology,
Rochester, NY

- Concurrently completed Naval Reserve Officer Training program at the University of Rochester

AWARDS

Boston Globe Impact Awards:

- BostonGlobeMedia.com site redesign & launch 2006
- Newspaper in Education On-line Order Entry 2007
- Subscriber Services/Boston Globe Extras site redesign & launch 2008

2006 Massachusetts Innovation & Technology Exchange (MITX) Award:

BostonGlobeMedia.com

PORTFOLIO

www.keithcampbelldesign.com

References available upon request.

CREATIVE EXPERTISE

A unique combination of web design, interactive design, graphic design, marketing, communications and leadership skills to provide in-house agency services—from creative direction to the hands on development of creative, from proof reading to managing client relationships—that provide employers with flexibility, quick turnaround and substantial cost-savings while remaining true to brand. Extensive knowledge of the latest technologies for interactive and print design especially in the following disciplines:

- Branding and positioning
- Motion graphics
- Web design
- Concept development
- Multimedia programming
- Interaction design
- Interactive advertising
- User experience planning
- Information design

EXPERIENCE

User Experience Visual Design Lead, Monster, Maynard, MA 8/2008 – Present

- Lead visual design team to translate conceptual ideas into engaging visual presentations and design solutions.
- Conceptualize and create brand-consistent, easy-to-use, attractive and meaningful user interfaces (and other design deliverables: layouts/UI's, widgets, patterns, color pallettes, typography, wireframes, workflows, iconography and user interface elements) for use on the web.
- Communicate my design thinking in a way that works for all parties involved (engineers, product managers, partners, etc.) through appropriately detailed specifications and reviews.
- Participate and collaborate in concept development and design ideation to help define a creative strategy base on Monster's brand guidelines.
- Daily provide design expertise to the organization and work directly with Web Development and Software Engineering teams to push the boundaries of what's possible on the web.

Senior Web Designer, The Boston Globe, Boston, MA 8/2005 – 8/2008

- Creative lead for The Boston Globe's in-house interactive services department
- Our services were requested from a wide range of departments, including the Globe's Editorial, Advertising and Subscriber services teams. As part of this design team I worked on a diverse set of projects including: interactive web features, animated web ads, micro-sites for promotional campaigns, info-graphics, photo galleries, kiosks, E-mail campaigns, tutorials, and corporate sales presentations.

Senior Designer, Citizens Bank, Westwood, MA 2/2003 - 5/2005

- Creative lead responsible for end-to-end development of projects, ranging from print collateral campaigns to motion media/web advertising campaigns
- Responsibilities included strategic branding, creative development and conceptual work, extensive client interaction, and team mentorship
- Corporate conduit to the rest of the company (Citizens Financial Group partners, divisions of Citizens Bank and Charter One Bank) for ensuring corporate brand and graphic standards were followed by internal colleagues and external business partners and vendors

Continued...

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Adjunct Professor, Mount Ida College, Newton, MA 9/2004 - Present

- Instruct Web Site Design class covering the latest web design best practices, technologies, software and user interface design principles
- Instruct Advanced Web Site Design class utilizing Flash and Actionscript to enable students to create rich web content and experiences

Principal, Keith Campbell Design, Cambridge, MA 2/2002 - Present

- Ongoing assignments for independent clients. Projects include direction, design, development, consulting, corporate identity and online advertising
- Involved in all aspects of the design process including client management, facilitation, art direction, project management, and hands-on production/development

Naval Officer (Lieutenant), United States Navy 6/1995 - 2/ 2002

- Program Manager and Instructor, Massachusetts Institute of Technology, Cambridge, Massachusetts
- Systems Engineer, USS PHILIPPINE SEA (CG 58), Mayport, Florida
- Information Center Manager, USS STARK (FFG 31), Mayport, Florida
- Decorated Naval Officer with advanced leadership and project management skills