



# Keith Speegle



## PROFESSIONAL SKILLS

PRINT DESIGN  
 WEB DESIGN & SEO  
 EMAIL DESIGN & MARKETING  
 HTML  
 CSS  
 WORDPRESS  
 JOOMLA  
 PACKAGING  
 VIDEO  
 BRANDING  
 CREATIVE STRATEGY  
 ART DIRECTION  
 ONLINE COURSE BUILDING  
 APP UI/UX



## PERSONAL SKILLS

PROBLEM-SOLVING  
 TEAM WORK  
 INNOVATIVE  
 LOYALTY  
 RESOURCEFUL



## REFERENCE

I have used Keith for countless projects over the years and he always does an amazing job. He is creative, fast and delivers on my vision each time I ask him to complete a project for me. He takes time to understand my requests thoroughly and is very strategic (and quick!) as he crafts graphic treatment for me ... every time, hitting the budget and creative vision right on target.

**Alison Zimmerman**  
 Owner at The Event Lounge



## Experience

### Keith Speegle Design Studios

(August '03 - **Current**) Freelance

▶ [www.ksds.graphics](http://www.ksds.graphics) (My Portfolio of Works)

Companies I've worked with: Taco Bueno, Essilor, Altair Global, iHop, American Express OPEN, Pennzoil, Black & Decker, Disney, Adams Extract, Atkinson Candy, The Event Lounge, Axiometrics, Eklund's Elevator Cabs, LAPD, Nucery, Head for the Cure, Cody's Friends Rescue, ThinkWhy and others

### eWomenNetwork and eWomen Foundation 501(c)(3)

(January '07 - **Current**)

*Sr. Director of Graphics*

Supervisor: Margaret Croom

Director of Digital Marketing

14900 Landmark Blvd.

Suite 540

Dallas, TX, 75254

972-620-9995

Responsibilities:

- ▶ Development and Maintenance of company's websites
- ▶ Manage design staff along with freelance artists
- ▶ Design, layout, and production of print graphics
- ▶ Research and advise upper management on computer software/hardware purchases
- ▶ Saved the company over 40K developing several satellite sites using WordPress e.g. [sandranyancey.com](http://sandranyancey.com) • [ewnconf.com](http://ewnconf.com)

### Customized Communications Inc. - Medical/Health Publishing

(October '05 - January '07)

*Art Director*

Supervisor: Mike McWithey, President

PO Box 5566

Arlington, TX 76005

800-476-2253

Responsibilities:

- ▶ Rework old graphics and sales brochures, increasing sales by 15%
- ▶ Design, layout, and production of new print graphics
- ▶ Maintenance of the company's website: [www.customizedinc.com](http://www.customizedinc.com)
- ▶ Work directly with clients to accomplish desired objectives

### Great Western Industries and GemKote™ - Printing and Packaging

(April '02 - October '05)

*Creative Services Manager / Director*

Supervisor: Steve Young, President

13465 Jupiter Road

Dallas, TX 75238

*No Longer in Business*

Responsibilities:

- ▶ Design, layout, and production of graphics.
- ▶ Maintenance of the company's website: [www.greatwesternindustries.com](http://www.greatwesternindustries.com)
- ▶ Work directly with the sales department and their clients to accomplish desired objectives
- ▶ Liaison to the research and design department for GemKote™ Reflective Paper Products, bridging the gap between the customer and GWI by adding 33% more sales and 90% less reprints
- ▶ Assist as needed the Prepress department

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[kspeegle@speegledesign.com](mailto:kspeegle@speegledesign.com) • [ksds.graphics](http://ksds.graphics)



# Keith Speegle



## APPLICATIONS

ADOBE INDESIGN  
 ADOBE PHOTOSHOP  
 ADOBE ILLUSTRATOR  
 ADOBE ACROBAT PRO  
 ADOBE PREMIERE  
 ADOBE AUDITION  
 ADOBE DREAMWEAVER  
 WORD  
 POWERPOINT  
 EXCEL  
 ADOBE CREATIVE SUITE  
 SOCIO (Event App)  
 KAJABI (Online Course Building)  
 ODOO  
 WORDPRESS



## PLATFORMS

Windows



## REFERENCE

Keith is a great team member. He's self-driven and knows his art well. He works autonomously to drive projects forward and will take and give creative direction. His skills span beyond just graphic and web design. He's a go-to resource for anything technology. Good eye and creative skill set combined with vision, a highly desirable asset for any team.

**Bridget Arnott**  
 VP of Marketing  
 ThinkWhy

### Wave3 and WorldConnect Communications, Inc. - B2B and Network Marketing

(Sep '00 - April '02)

Art Director

Supervisor: Ryan Houser, Director of Marketing

Tulsa, OK

No Longer in Business

The company is now Enersource

Responsibilities:

- ▶ Design, layout, and production of graphics Design and maintenance of the company's website:  
www.worldconnectonline.com • www.energrees.com  
www.wave3com.com
- ▶ Responsible for upgrading computer equipment and software that allowed the department to work 20% faster

### Professional Image, Inc. - Printing and Packaging

(April '96 - Sep '00)

Manager, Research and Design Development

Supervisor: Sammie King, Director of Marketing

12437 E 60th St

Tulsa, Ok 74146

800-722-8550

Responsibilities:

- ▶ Design, layout, and production of packages, both structurally and graphically Design and maintenance of the company's website:  
www.pi-pkg.com
- ▶ Saved the company \$375,000 annually while doubling the output of the CAD Department by bringing production in-house
- ▶ Helped boost sales by more than 35% due to increased production and turn-around time
- ▶ Preparation and construction of samples and prototypes using the Artios Cad/Cam table
- ▶ Work directly with the sales department and their clients to accomplish desired objectives
- ▶ Supervision of all "players" in my department, ensuring deadlines and goals were met
- ▶ Purchasing agent for dies and departmental supplies
- ▶ Research and advise upper management on computer software/hardware purchases

### Wal-Mart Corporate Offices

(Aug '95 - April '96)

Graphic Designer for the Signing Department

Supervisor: Rex, Art Director

Bentonville, AR

Responsibilities:

- ▶ Work directly with corporate buyers in the following departments: Shoe, Automotive, Tire Lube Express, and One-Hour Photo Lab
- ▶ Design and implement an interior and exterior corporate-wide look for the aforementioned departments



## Education

Oklahoma State University • Degree in Applied Science  
 Computer Graphics Technology • Graduation Aug '95

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