

Keith Frawley


Designer + Illustrator

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A Little More About Keith Frawley, Illustrator + Designer.

As a child, I spent most of my time daydreaming and drawing pictures. As an adult, I am somewhat hairier. I have a dog named Lily. She's even *hairier* if you can believe it.

I'm a seasoned and passionate creative with a proven track record of bringing complex ideas into slick & successful campaigns.

I value merging design with marketing strategies. Key areas of experience include Illustration, Art Direction, and Design in Print, Advertising, Identity and Post-Production Photo Retouching.

I am dedicated, honest, loyal, fun, spontaneous and miss public access television.



Experience

February 2015 - Present Illustrator • Self Employed

As an agented illustrator, I worked primarily in children's publishing, educational companies and advertising agencies.

Notable Clients:

Dreamworks	Simon & Schuster	Highlights Magazine
Little, Brown	High Five Magazine	ABC Mouse
Hooked On Phonics	Learning A-Z	Hachette

October 2014 - May 2015 Simon & Schuster • Freelance Designer

Onsite creation of supporting collateral for each imprint of this "Big 5" publisher's in-house advertising agency. Daily duties included the design of logos, websites, ads for magazines/newspapers, banner ads, billboards and promotional items using Adobe Creative Suite.

October 2011 - 2015 Dingaroo • Owner + Creative Director

Began my own small creative boutique servicing new to small to medium-sized companies. Focused on branding, collateral and WordPress.

August 2008 - October 2011 Nicolia Industries • Art Director

Design, implement and manage print/interactive marketing and advertising initiatives as well as wide branding strategies for its retail, manufacturing and service companies.

Created new branding initiative that helped redefine this aging manufacturer which increased sales and public perception.

** Directed and created 2 award-winning catalogs.*

August 2005 - August 2008 Orange32 (High-End Design Firm) • Art Director

Designed branding, print and web materials for a wide range of high-end clients. My personal illustration portfolio brought in clients such as Hooked on Phonics and Media Bakery.

Notable Clients:

Russell & Kimora Simmons	Mark Ecko / Ecko Unltd.
Hooked On Phonics	National Jean Company
MTV	Remy Cointreau


June 2002 - August 2005 CBC Media (Full Service Advertising Agency) • Art Director

My responsibilities included creation and management of campaigns from concept to completion for print, web, radio and television. Also, assist with staff direction and account management. Projects include:

Identity	Print	Web
Direct Mail	Brochures	Banner Ads
Trade Shows	Illustration	Photo-Retouching

** Awarded 3 BoLI Awards for illustration and design.*

Skills

Adobe Illustrator ★★★★★	Adobe Photoshop ★★★★★ 
Adobe InDesign ★★★★★	Adobe Flash ★★★★★
Adobe Acrobat ★★★★★	Dreamweaver ★★★★★
Microsoft Office ★★★★★	CSS ★★★★★
HTML ★★★★★	WordPress ★★★★★ 