

Keith Frawley • Graphic Designer

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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.

Skillsets

- Expertise in Adobe Creative Suite, specifically InDesign, Illustrator, Photoshop and Acrobat for print and digital purposes
- Proficiency in HTML, CSS; MacOs; video editing
- Experience with additional digital platforms
- Detail-oriented and able to see projects through from concept to completion
- Ability to multitask, work under pressure, and effectively respond to last-minute requests and tight timelines
- Comfortable interacting with many people across multiple groups and departments
- Values constructive feedback

Experience

August 2018 - Present Graphic Designer • Rothco

Rothco is a manufacturer of military, tactical, survival and outdoor products. Rothco is a B2C and B2B company serving over 10,000 dealers globally. My responsibilities as part of a two-member art department include:

- Develop Marketing Concepts & Initiatives
- Product/Model Photography
- Product Retouching and Color Correction
- Email Creation
- Design Social Media Posts
- Design Supporting Digital & Print Collateral
- Design & Production of 336 page Product Catalog
- Package and Tag Design
- T-shirt & Patch Illustration/Graphics
- Product Concept Design/Mock Ups
- Video Editing
- Tradeshow Booth Design
- Collaborates with product/other divisional teams to ensure that all projects and schedules are met
- Editing and Proofreading

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, email, social media, billboards and promotional items using Adobe Creative Suite.

October 2011 - August 2018 Dingaroo • Owner + Creative Director

Began my own small creative boutique servicing new small-medium sized companies. Focus on Digital and Print solutions for branding, marketing collateral and WordPress based websites.

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
- Hooked On Phonics
- MTV
- Mark Ecko/Ecko Unltd.
- National Jean Company
- Remy Cointreau

June 2002 - August 2005 CBC Media (Full Service Advertising Agency) • Graphic Designer

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