

Raymond Keys



📍 Austin, Texas, USA 📞 248-224-4604 ✉️ keysrc@gmail.com
🌐 www.raymondkeys.com 📎 Graphic and Web Designer

PROFILE

With over 10 years of experience as a graphic designer, I excel in creating dynamic marketing designs for both print and digital platforms. I possess a robust skill set in web design, logo/branding, and a solid understanding of UI/UX principles and 2D motion graphics. I am committed to elevating the visual aesthetics of designs by producing impactful outcomes that effectively communicate your message or purpose. My goal is to deliver finished products that leave a lasting impression and drive measurable results.

WORK EXPERIENCE

📅 06/2020 – PRESENT 📍 AUSTIN, TX, USA
**Senior Graphic Designer/Contractor
Summit K12**

- Collaborated with a multidisciplinary team to provide design support for products
- Created trade show graphics that significantly increased customer leads and sales
- Led design efforts for online content types purchased by Texas school districts
- Provided design Quality Assurance support to enhance company online products including quizzes, e-books, lesson guides, and videos
- Developed design concepts for in-house marketing materials, resulting in a doubling of customer engagement
- Managed a team of designers and conducted onboarding sessions for the successful launch of the company-wide Texas Education Agency state adoption program

WORK EXPERIENCE

📅 08/2015 – 09/2020 📍 GEORGETOWN, TX, USA
**Graphic Designer
Minuteman Press Georgetown**

- Successfully cultivated enduring client relationships through effective project management and design work
- Designed print marketing materials for diverse industries including construction, healthcare, education, and real estate
- Created Designs for large-format materials for environmental advertising, contributing to the growth of small business clients
- Spearheaded the design and implementation of logos and branding guidelines
- Conducted thorough proofreading to ensure precision and exceptional quality
- Offered creative input and produced visually striking artwork that aligned with project objectives.

📅 10/2011 – 07/2015
📍 FARMINGTON HILLS, MI, USA
**Graphic and Print Production
Specialist
MDI Worldwide**

- Oversaw color matching and prepress operations for large format prints for esteemed clients such as Redbox, Marathon, Quicktrip, 7-Eleven, Domino's, Finish Line, and other well-known brands
- Managed digital and manual presses, including screen printing, and supervised post-production tasks such as clear coating, laminating, and decal application
- Coordinated production schedules proficiently to guarantee on-time delivery and meet challenging deadlines

WORK EXPERIENCE

📍 REMOTE

Freelance Graphic Designer

- Produced diverse print marketing materials including brochures, booklets, flyers, and business cards
- Crafted responsive web layouts, hero banners, social media imagery, and email templates that enhanced traffic and lead generation for small businesses
- Developed logos and branding guidelines, including comprehensive style guides, to bolster brand credibility and consistency for small businesses and individual clients
- Conceptualized designs across sectors including sports, education, consulting, medical, and non-profit/religious organizations, elevating their visual identity

EDUCATION

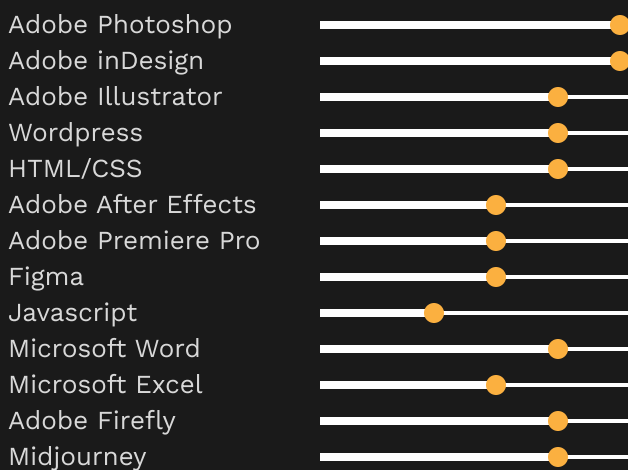
📅 05/2005 – 06/2008

📍 DETROIT, UNITED STATES

Graphic Design | Bachelor of Fine Arts Wayne State University

SKILLS

📌 SOFTWARE SKILLS

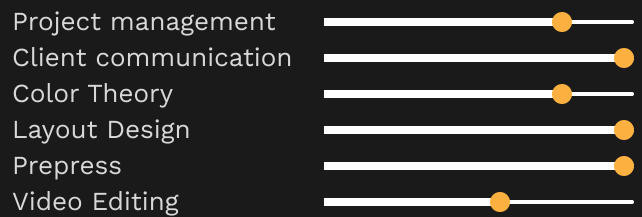


📌 TECHNICAL SKILLS



SKILLS

📌 TECHNICAL SKILLS



STRENGTHS

Creative thinking

Strong communication

Detail-oriented

Team collaboration

Time management

Problem-solving

VOLUNTEERING

📅 03/2015 – 03/2020

📍 ROUND ROCK, TEXAS, USA

Stream Producer/Graphic and Web Designer

Faith4life

- Orchestrated camera operations and produced dynamic live streams for online broadcasting of services
- Produced engaging video clips of services and events, boosting viewership on YouTube
- Managed and maintained YouTube channel, consistently uploading content with 20% increase in viewership
- Crafted visually stunning digital graphics for sermons and events, contributing to an increase in church membership and event participation.