

Keith Robertson

Creative/Art Director + Designer

Creating meaningful brands and engaging experiences that grow businesses is my passion. I'm a seasoned leader with extensive experience both managing and working as an integral member of design teams. Branding, strategy, marketing, packaging, signage, photo art direction and styling, trade shows and events, web and digital design, user interface (UI) design, architectural & interior design are among the areas in which I have experience.

Contact

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Portfolio

keithrobertsondesign.com

TEN FOOT DESIGN | Principal + Creative Director

JAN 2001 - PRESENT | MAUI, HI | SAN DIEGO, CA

Founded and operate successful design studio with core emphasis in branding for new and emerging companies.

- Build and lead teams as needed for each client project
- Establish design strategies and develop creative solutions to meet the objectives of every client project; oversee each job from concept through final execution
- Maintain network of collaborative partnerships to provide design services including photography, illustration, film production, retail space planning and design, and other special design needs
- Responsible for acquisition of new clients, client and project management, budgeting, presentations, production, press checks/vendor management

IT Unity, Wailea Pharmacy, Maui Derm, Equity One Real Estate, Asset Hub, Groove Labs, Maui Sweet Cakes, Hali'imaile General Store, Bellevue Arts Museum, Pied Piper Travel, American Ballet Theatre, Eddie Bauer, Pottery Barn, Seattle Theatre Group, Seattle Magazine, Grand Hyatt Seattle, W Seattle, Marek Lieberberg Konzertagentur, Laurie Anderson, DIFFA.

BENSUSSEN DEUTSCH & ASSOCIATES | Creative Director / Creative Services Manager

JAN 2000 - NOV 2000 | WOODINVILLE, WA

Led the corporate in-house creative services studio consisting of six design teams of 15 people in four offices across the US.

- Provided overall strategic creative direction for the company and its client accounts
- Restructured existing creative department into design teams dedicated to specific client accounts resulting in better service and stronger, more successful design work
- Developed operational processes and procedures for studio, and departmental job descriptions, evaluation criteria and training program resulting in more motivated designers that understood job expectations and career development plans
- Implemented a centralized online asset management program allowing global corporate access to creative department resulting in streamlined department interface and faster project turnaround.

Over 150 client accounts serviced including Intel, Eli Lilly & Company, Microsoft, Bank of America, Nintendo, National Football League (NFL), National Baseball League (NBL), Pepsi, and Boeing.

EDDIE BAUER | Creative Design Manager (Art Director)

APR 1998 - DEC 1999 | REDMOND, WA

Design lead for the retail creative design team consisting of five designers.

- Established design strategy for creative development of the brand in more than 500 retail stores worldwide (US, Canada, United Kingdom, Germany, and Japan) accounting for approximately 65% of total corporate sales of \$1.7 billion
- Core responsibilities included development and implementation of all seasonal creative platforms; art direction of all retail signage, packaging and brand marketing; presentation of all retail creative through design process
- Planning team member, on-location manager and art director for photo shoots across the US
- Management of all retail creative projects and budgets, development and evaluation of design team members

PRIMO ANGELI, INC. | Design Intern

SEP 1997 - DEC 1997 | SAN FRANCISCO, CA

Graphic design internship through Academy of Art College's MFA academic program. Primo Angeli was a leading US design studio specializing in branding, corporate identity, packaging, naming, and new media services.

MEDIA CONSULTANT

MAY 1994 - DEC 1997 | SAN FRANCISCO, CA

Agencies serviced included **Ketchum Advertising; Goodby, Silverstein & Partners; Goldberg, Moser, O'Neil; Anderson & Lembke; and Katsin/Loeb.**

- Independently contracted with advertising agencies to provide strategic media planning services.
- Responsibilities included evaluation of consumer and trade media; conducting and interpreting consumer research analyzes (quantitative and qualitative); formulating effective planning direction; developing budget allocation proposals; and presenting final recommendations to decision making executives and clients.

FOOTE, CONE & BELDING ADVERTISING | Media Supervisor

JAN 1993 - MAY 1994 | SAN FRANCISCO, CA

Taco Bell division of Pepsico

HILL, HOLLIDAY, CONNORS, COSMOPULOS

Associate Media Director - Media Supervisor | MAR 1992 - NOV 1993 | LOS ANGELES, CA

Senior Media Planner | AUG 1989 - FEB 1992 | LOS ANGELES, CA

Infiniti Division of Nissan Motor Corporation in USA, Children Now, and new business

GREY ADVERTISING

Senior Media Planner | FEB 1989 - AUG 1989 | CYPRESS, CA

Media Planner | OCT 1987 - FEB 1989 | NEW YORK, NY

Assistant Media Planner | APR 1987 - SEP 1987 | NEW YORK, NY

Panasonic, Uniroyal Goodrich Tire Company, 3M, Revlon, Kohler, US Department of Defense, Mitsubishi Motor Sales of America, Marine Midland Bank, and new business

ENTREPRENEURIAL

JOHN PAUL FINE FOODS | Partner + Design Director

AUG 2006 - FEB 2009 | MAUI, HI

Collaborated in Maui's first gourmet prepared foods market.

- Identified a unique market niche, developed original market concept and brand, contributed in formulation of kitchen menus and retail product selection
- Renovated and built-out retail location, launched the store and operated with a staff of 4-7 employees accounting for sales of approximately \$500,000 per year
- Responsible for retail store design, branding, packaging design, marketing and advertising, and online presence
- Dissolved partnership and transferred ownership and operations to partner

EDUCATION

ACADEMY OF ART COLLEGE | Master of Fine Arts in Graphic Design

SAN FRANCISCO, CA

JAMES MADISON UNIVERSITY | Bachelor of Business Administration in Marketing

HARRISONBURG, VA

SKILLS

InDesign | Illustrator | Photoshop | Sketch | Adobe XD | Wordpress | Keynote | Powerpoint

PROFESSIONAL

Member | AIGA | since 2000

VOLUNTEER & PART TIME

SAN DIEGO ZOO GLOBAL | Tour Operator Guide

MAY 2018 - PRESENT | SAN DIEGO, CA

Serve as the zoo's primary voice among visitors by leading tours and communicating key messages about animal welfare and conservation to prevent extinction around the world.

MARINE MAMMAL CENTER | Docent

JUN 2017 - FEB 2018 | SAUSALITO, CA