

KURT KELLER

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EMPLOYMENT

Creative Director—Phire Group (2007-present) thephiregroup.com/work

All marketing materials for Phire Group's largest clients (Masco Cabinetry, PGT Innovations: PGT, CGI, WinDoor, AF Group Insurance: AccidentFund, CompWest, ThirdCoast, UnitedHeartland, ThermaTru.) Photoshoot direction, manage retouching, and final assets. Brand building, big ideas, digital campaigns, social networking collaboration, print/web concepting, logo development, advertising, environmental signage and other marketing materials. Manage a creative team of 6 for all content and design.

Senior Graphic Designer with Borders Group—Borders, Waldenbooks & Borders Express (2004-2007)

Concepting marketing strategies with creative team, directing thematic photoshoots, including all graphic design duties below.

Graphic Designer with Borders Group—Borders, Waldenbooks & Borders Express (2001-2004)

Concepting monthly theme promotional signage for all brands and creating all signage components, as well as overview of production. Concepting weekly magazine and newspaper advertising. Concepting holiday theme sign package. Concepting category management (managing entire store sign package). Brochures, publications, and ad layouts. Photo retouching and enhancing, experimental printing methods, design research, big idea collaborating with Crispin Porter + Bugusky ad agency.

Keller Creative Group

Designer/Photographer with Matthew Hoffmann L.L.C./Ten Fine Jewelry (1998-present; freelance)

Product photography, retouching, website, direct mail, brand identity, and copy writing.

Designer/Photographer with Industrial Services Inc. (2010-present; freelance)

Product photography, website, brand identity, and copy writing.

Designer/Photographer/Media Managing with Rosedale Products Inc. (2014-present; freelance)

Advertising, tradeshow, product photography, website, brand identity, copy writing, and print/digital media management.

EDUCATION

Eastern Michigan University—Bachelor of Fine Arts (1997-2001)

Four year intensive study including typography, print packaging design, advertising, interactive media, digital/traditional photography, and exploration of vernacular design studies. Concentration: Graphic Design & Photography (GPA: 3.7)

Washtenaw Community College (2001): Web Development, Design, and HTML

HONORS

Advertising

- DMAD: Merillat Cabinetry Product Launch Kit (2014)
- DMAD: Merillat Cabinetry Email Campaign (2014)
- ADDY: Self-Promotion, Phire Branding Website (2009)
- ADDY: Judges Choice, Ann Arbor Summer Festival (2009)
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Retail

- POPAI OMA: Best of Industry, Borders Group (2006)

Eastern Michigan University

- Photography "Best of Show" Juried by Kit Eigel: Gallery 212 (2000)
- Deans List (1998-2000)
- Honor Roll (1997-2001)
- Regents Academic Scholarship

WORK ETHIC

- Over 18 years of graphic design and photography experience. Over 10 years of agency experience.
- Direct all phases of brand development, including photoshoots, press approvals and development of internal processes.
- Knowledge of spacial relationships, typography, coloration, printing process and cost effective printing methods.
- Effective organizational skills, administrative skills, communication skills with team members, contractors, and vendors.
- Analytical ability to gather and interpret information and recommend solutions.
- Prioritize workloads, manage time efficiently, and adhere to deadlines. Creative problem solver.