

JOHN MCKEE



GRAPHIC DESIGNER

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Exceeding Business Goals

for over 20 YEARS

Experienced

with skill in both WEB & PRINT

Customer-Centric

the right message, with CLARITY

Brand-Affirming

...elevating ...EVOLVING

Current & Proficient

Adobe Creative Cloud, HTML & CSS

Creatively Engaging

via digital ANIMATION & ILLUSTRATION

Premium Quality

delivered at a VIGOROUS PACE

Highly Organized

thorough and PROCESS-ORIENTED

Collaborative

and GOAL-FOCUSED



Summary

THOMAS JEFFERSON FOUNDATION

Charlottesville, VA 2017 - Present

Provide on-brand design treatments for promotion of foundation events, including flyers, programs, signage, postcards and ticket office TV displays

[Pre-flight and coordinate projects with printers](#)

Administer digital library of photographic and illustrative assets



Experience

CAPITAL ONE

Glen Allen, VA 2000-2002

Created response-lifting direct mail packages, inserts, coupons, brochures, logos

[Produced custom digital line art illustration](#)

Outperformed existing controls in creative testing, exceeding company goals

[Valued for PhotoShop skills, inventiveness and good rapport with Marketing & Production departments](#)

PLOW & HEARTH

Madison, VA 2002-2017

Provided design solutions for multiple brands (Plow&Hearth.com, Wind&Weather.com, HearthSong.com, MagicCabin.com, and Plow&Hearth Retail Stores), including:
[Promotional email campaigns with reliably high click-through rates](#)

Website home page, category pages & promotional banners

[Interactive pop-ups and splash pages for enriched user experience](#)

Website re-design - wireframing, skinning & production, for enhanced performance

[Integration of evolving design and technological standards](#)

User feedback and A/B testing

[Social media creative support](#)

Print advertising, product signage and environmental graphics

[Piloting of new creative initiatives to establish standards for the team](#)

KENT STATE UNIVERSITY

Kent, OH

[Graphic Design Major](#)



Education

BLOSSOM ART PROGRAM

at Kent State University [an intensive summer design session instructed by Chris Pullman of WGBH Public Television, Boston](#)

ART INSTITUTE OF PITTSBURGH

Pittsburgh, PA [Associate of Specialized Technology in Visual Communication](#)

PROFESSIONAL DEVELOPMENT

Responsive Website Basics: Code with HTML, CSS, and JavaScript

[by University of London & Goldsmiths,](#)

[University of London on Coursera](#)

[Certificate earned on July 26, 2017](#)

Responsive Web Design

[by University of London & Goldsmiths,](#)

[University of London on Coursera](#)

[Certificate earned on August 20, 2017](#)