



CONTACT

Keri O'Brien

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EDUCATION

The University of Kansas, Graduated May 2012

BFA in Visual Communication: Graphic Design, Concentration English
Service Learning Certification, Research Experience Certification
Activities: KU Prototype, Watkins Scholarship Hall

EXPERIENCE

Summit Marketing

Art Director, Oct 2020 – Present

Digital Designer, Jul 2017 – Oct 2020

Graphic Designer, Nov 2012 – Jul 2017

Designed multi-channel campaigns for commercial and nonprofit clients. This work has included social media, video editing, email design, website development and design, direct mail design and customization, and various other print media.

Collaborated with copywriters and client service to find visual solutions for clients. Implemented new strategies and introduced new software, formats, and platforms. This role has progressed to leading, training, and art directing a small team of digital designers.

Clients worked with have included: The Salvation Army, Academy Bank, Humane Society, Brinks, Junior League, Tide Cleaning, Applebee's, Union Station, Johnson County Government, U.S. Army, U.S. Department of Veterans Affairs, Benedictine Sisters of Mount St. Scholastica.

Hallmark - Local Artist Program

Designer, Jan 2019 – Present

As part of their effort to showcase local artists, Hallmark reached out to me to include my designs in their retail stores. My Kansas City designs were available throughout the metro in four franchise locations, Crown Center, The Plaza, Oak Park Mall, and Independence Center.

KU Endowment

Graphic Design Intern, Jan 2012 – Jun 2012

Worked with a group of peers to rebrand KU Endowment's KU Giving Magazine.

SKILLS

Adobe Creative Suite	Typography	Video Editing	Motion Design
Microsoft Office	Logos & Branding	Photography	Web Design
Google Suite	Presentation Design	Social Media	HTML/CSS

AWARDS

AMBITS I KCDMA (Kansas City Data-Driven Marketers)

2017 – 2021

8 bronze, 2 silver, & 2 gold