

Accomplished and experienced Graphic Designer with expertise in art direction, print and packaging design, corporate identity and branding, merchandising, website design, conceptualization, and creative collaboration. Specialties include: Graphic Design for print and web, conceptualizing and creating advertising and marketing campaigns, special events design, client and project management, creative and technical team management, brand development and management, and creative strategy.

Experience

Art Director, Graphic Designer / Various Freelance

September 2006 – present

- Design collateral, brand identity, advertising, and marketing materials for use in both print and online for a variety of non-profit, small business, arts and entertainment, medical, and professional service firm clients
- Specialize in design for special events, brand identity, and communications for non-profit organizations
- Identify client needs and establish creative and brand strategy
- Provide subcontractor freelance design services for marketing companies, public relations firms, print companies, design studios, and small businesses
- Provide creative direction and art direction for small and large team projects, manage projects and clients, collaborate on branding strategies with copywriters, project managers and designers, and work on projects with in-house creative staff

Clients: Please visit my website at www.dkekone.com/about for current client list

Freelance Graphic Designer / Rodin Marketing

September 2009 – present

- Design collateral, brand identity, advertising, special events materials, and marketing materials for use in both print and online for non-profit and professional services clients

Noted Clients: Emek Hebrew Academy, SNF Payroll & HR, Ratner Property Management, LeoCor Enterprises

Senior Graphic Designer / Rabuck Stranger

January 2008 – December 2008

- Conceptualized and designed print advertising, corporate collateral, direct mail, logos, brand identity, websites and new media
- Programmed HTML websites and emails, programmed Flash and animated GIF web banners, implemented search engine optimization strategies
- Collaborated with creative team on brand and marketing strategy

Noted Clients: ABBYY Software House, Compass Educational Group, Dora Fourcade Designs, Fujitsu, Mother Jones Magazine, Santa Monica Convention & Visitors Bureau

Graphic Designer / Genau Design & Development

June 2004 – November 2007

- Conceptualized and designed marketing, print and collateral materials
- Developed marketing and creative strategies
- Designed packaging and point-of-purchase sales displays
- Designed and programmed HTML and Flash websites and new media, implemented search engine optimization strategies
- Managed clients and projects
- Managed website design, inventory and shipping for eCommerce

Noted Clients: DCS Appliances, Fisher & Paykel Appliances, Foss Harbor Marina, Interbath Showers, Ondine Showers, Pancreatic Cancer Action Network (PanCAN), Ross Racing Pistons, ShowerStore.com

Sr. Production Artist / McDonald & Associates (Allied Advertising)

March 2001 – June 2004

- Created film industry advertisements to run in 80+ publications on a weekly basis, with special focus on campaigns for awards season
- Photo retouching for film and entertainment industry marketing
- Corporate identity, promotional and advertising materials, and POP display design for theme parks and entertainment venues

Clients: 20th Century Fox, First Look Studios, Focus Features, Fox Searchlight, Kodak, Miramax, New Line Cinemas, Paramount Pictures, Universal CityWalk Hollywood

Production Artist / California Community News, a division of LA Times

December 1999 – March 2001

- Created retail, small business, auto, classified, and real estate ads to run in the Orange County and Valley editions of the Los Angeles Times

Skills

Expert levels in both technical and creative skills with extensive experience in latest version of Adobe Creative Cloud (InDesign, Photoshop, Illustrator), Wordpress, Microsoft Office, HTML, CSS, Javascript, brand identity, brand strategy, typography, RGB, 4-color process and Pantone Matching Systems, photo retouching, and Apple OS. "Ahead of the curve" awareness and understanding of current and future market trends, technology, color schemes, and design aesthetics. Able to collaborate with marketing teams on initial project strategy, then lead creative and technical teams during the creative process through final implementation of projects. Excellent relationships with printers and other vendors.

Volunteerism

Communications Chair / Claremont Educational Foundation (CEF)

October 2018 – present

- Oversee all communication and brand messaging in print, email, and web marketing materials is consistent and concise.
- Develop strategies to grow CEF's brand awareness in the community and ensuring brand visibility across all marketing materials, including co-branded events and programs.
- Develop strategies to increase value of relationship to our business partners via CEF print, email, and web marketing materials.
- Delegate various communications duties to committee members, manage projects and project timelines, provide regular project status updates to chairs of all Foundation committees and subcommittees.
- Provide creative and art direction for new projects
- Communicate with business partners' creative teams to ensure messaging consistency.

Education

Woodbury University, Burbank, CA / Graphic Design

Undergraduate, 3.75 GPA

Brooks College, Long Beach, CA / Graphic Design

Associate of Science, Visual Communications
3.8 GPA, Multiple Semester Placement on Dean's List and Honor Roll

Mt. San Antonio College, Walnut, CA / Undergraduate Courses

Photography, graphic design and general education courses

Please visit my website at dkekone.com to learn more. Portfolio available for review.