



Deborah Kekone

Graphic Designer

Contact

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Portfolio:
<https://bit.ly/deborahkekone>

Education

Woodbury University
Burbank, CA
Graphic Design

Brooks College
Long Beach, CA
AS, Visual Communications
Dean's List, Honor Roll

Mt. San Antonio College
Walnut, CA
Misc. undergraduate studies
photography, graphic design and
general education courses

Expertise

Graphic Design for Print and Digital
Web / UI Design
Brand Identity and Development
Brand Management
Creative / Technical Collaboration
Creative / Art Direction
Color Theory
Typography
Visual Hierarchy
Copywriting
Generative AI Curation
Data-driven Processes

I am an award-winning seasoned Graphic Designer boasting two decades of hands-on experience in art direction, print and packaging design, web design, and corporate identity and brand development and management. Highly skilled in creating and telling stories through the use of visual narratives, I have a comprehensive skill set and thrive both in the autonomy of individual projects and the dynamism of collaborative creative environments, both in-person and remotely. I have a fundamental understanding of how to meet audience needs and my broad experience includes working with clients in a wide array of sectors including education (preschool through higher ed), government agencies, non-profit and professional associations, healthcare, beauty and wellness, fashion, dining and travel, entertainment, music, film, home goods, automotive, real estate (both commercial and residential), manufacturing, and others.

Professional Experience

Senior Graphic Designer / VMA Communications

February 2020 - present

Collaborate with the creative team, clients, writers, videographers, photographers, and programmers to design and develop digital and print collateral/outreach materials and branding for government agencies, public school districts, community colleges, non-profit organizations, and public infrastructure partners. Additional responsibilities include copywriting and editing, implementing and training staff on new technology, and establishing formalized processes for the creative department.

Recognitions:

- *2022 Publications and Digital Media Award*, National School Public Relations Association (NSPRA) - Hacienda La Puente Unified School District *Facts at a Glance Brochure* design
- *2023 Golden Achievement Award*, National School Public Relations Association (NSPRA) - Lynwood Unified School District, collateral design for *Lynwood on the Rise: Rebuilding a Fallen Community*
- *2024 Award of Excellence*, California School Public Relations Association (CalSPRA) - Newport Mesa Unified School District, *District Brag Sheet* design

Art Director, Graphic Designer / Freelance / Independent Contractor

September 2006 - present

Design print and digital collateral and advertising, stakeholder communications, packaging, tradeshow and point-of-purchase displays, logos and branding, and marketing materials for clients across a broad array of sectors including non-profit organizations, small businesses, entertainment, fashion and luxury goods, medical, food and restaurant, wellness, and education. Additional responsibilities include collaborating and developing relationships with in-house staff to identify communications needs over both short- and long-term bases and fulfilling the role of art director to establish effective creative and brand strategy.

Board Co-President (Volunteer) / Claremont Educational Foundation

July 2019 - June 2022

Three-year, volunteer co-presidential term (approximately 10-15 hours per week), fulfilling the role of Executive Director. Duties include leading the implementation of a multi-year strategic plan, collaborating with board members, executing fundraising and giving programs, hiring and managing paid staff, leading recruitment and onboarding of new board members, cultivating relationships with donors and business partners, and implementing new policies, programs, and initiatives including development of the organization's first DEI (diversity, equitability, and inclusion) policy and full-day summer camp program.

Technical Skills

Apple/Mac OS
Adobe Creative Cloud
Adobe InDesign
Adobe Photoshop
Adobe Illustrator
Adobe Express
Adobe Firefly
Adobe Lightroom
Adobe Acrobat
Generative AI
ChatGPT
Wordpress
HTML/CSS
Photo Retouching
Apple Numbers / Keynote / Pages
Microsoft Office / Google G-Suite
Email Marketing:
Constant Contact / MailChimp
Project Management:
Asana / Figma
Client and Time Management:
BigTime / Zoho
File Management and Sharing:
Dropbox / Google Drive /
Microsoft OneDrive / HighTail
Social Media

Soft Skills

Quickly learn and adopt new technology, skills, and processes
Early identification of design and communications trends
Strong understanding of how to have a strategically targeted approach while empathetically meeting the needs of broad audiences
Thrive in collaborative environments
Effective communication
Abstract and macro-level strategic approach
Attention to detail
Quick decision-making
Resilient and able to quickly pivot, as needed
Flexible and smoothly transition across different team roles
Strong understanding of business operations including profit-margin and ROI

Senior Graphic Designer / Rabuck Stranger

January 2008 - December 2008

Collaborate with the creative team to develop brand and marketing strategy for luxury goods, education, and technology companies. Responsibilities included designing for print and web advertising, corporate collateral, direct mail, brand identity, websites, and new media.

Graphic Designer (Freelance) / Jungle 8 Creative

November 2007 - January 2008

Design branding, print materials, and websites for clients focused on green, sustainable, eco-friendly, and socially-conscious causes.

Graphic Designer / Genau Design & Development

June 2004 - November 2007

Develop and design marketing, print and collateral materials, packaging, point-of-purchase sales displays, and HTML and new media for luxury home goods, non-profit, and travel clients. Responsibilities include brand development, client and project management, copywriting for collateral materials and press releases and managing all branding, marketing, inventory, and fulfillment for e-commerce subsidiary, ShowerStore.com.

Senior Production Artist / McDonald & Associates (Allied Advertising)

March 2001 - June 2004

Design advertising, print materials, and promotional campaigns for major and independent film studio and entertainment clients.

Volunteer Experience

Jed Leano for State Assembly

Art Director (Present)

Jed Leano for Claremont City Council

Art Director (2022)

Claremont Educational Foundation (CEF)

Co-President (2019 - 2022)

Executive Committee Member (2018 - 2023)

Communications Committee Chair and Member (2018 - 2024)

Diversity, Equitability and Inclusion (DEI) Committee Member and Facilitator (2021 - 2024)

Development Committee Co-Chair (2020 - 2021)

Hiring Committee Member (2019 - 2023)

SLICE of Summer Program Committee Member (2019 - 2023)

Ophelia's Jump Productions

Board Member (2021)

Claremont Cares Face Mask Initiative

Co-Founder (2020)

Bob Fass for Claremont School Board

Communications Committee Co-Chair (2019 - 2020)

Yes! for Claremont - Measure CR (Sales Tax Measure)

Art Director (2018)

Chaparral Elementary School, Claremont

Dine & Bid Fundraising Committee (Fall 2018 and Fall 2019)

Scholastic Book Fair Committee Member & Volunteer (2016 - 2019)

Classroom Volunteer (2016 - 2019)