



## Deborah Kekone

Graphic Designer

### Contact

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

### Education

**Woodbury University**  
Burbank, CA  
Graphic Design Studies

**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 studies

### Expertise

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

I am an award-winning graphic designer with over two decades of hands-on experience in art and creative direction, print and packaging design, web design and development, 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 (early childhood through higher education), government agencies, nonprofit 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

**Art Director, Graphic Designer / Self-Employed / Claremont, CA**  
Ongoing (September 2006–present)

Work directly with clients, as well as in-house and agency creative teams, to design print and digital collateral, advertising, stakeholder communications, packaging, marketing materials, websites, and logos for clients across a broad array of sectors including education, nonprofit, political campaigns, entertainment, luxury goods, healthcare and senior care, real estate, financial services, and more. Additional responsibilities include developing relationships and collaborating with in-house staff to identify short- and long-term communications needs, fulfilling the role of art director to establish effective creative strategy, brand development, copywriting, and mentoring/training young design professionals.

Current freelance clientele include ALP Worldwide, California Botanic Garden, California Kidney Care Alliance, California Bankruptcy Forum, Beecan Health, American Jewish University, Hadassah of Southern California, Materia, Safe Parking LA, and California Association of Latino Superintendents and Administrators, Re-Elect Sheriff Robert Luna

**Communications Specialist and Administrative Associate (Part-Time) / San Gabriel Valley Consortium on Homelessness / La Verne, CA**  
December 2024–Present

Work closely with the Executive Director to assist in all organizational operations, manage donor and service provider databases, and establish and maintain communications with the board of directors, nonprofit and corporate partners, government agencies, and stakeholders. Develop and maintain organization's brand identity and visual/verbal communications on all platforms including web, social media, eBlasts, and digital and printed materials. Plan and run twice-annual Summits/Conferences.

**Senior Graphic Designer / VMA Communications / Claremont, CA**  
February 2020–November 2024

Collaborate with the creative team, clients, writers, videographers, photographers, and programmers to design and develop award-winning digital and print collateral, outreach materials, and branding for government agencies, public education, infrastructure/transportation, and nonprofit clients. Additional responsibilities include art directing photoshoots, fulfilling RFP requests, providing creative direction on projects, copywriting and copy editing, research and implementation of new technology, training staff, and establishing formalized processes for the creative department.

**Graphic Designer / Rodin Marketing / Sherman Oaks, CA**  
October 2008–April 2020

Design print and digital marketing collateral, tradeshow and point-of-purchase displays, and logos and branding for nonprofit, healthcare and senior care, private education, wealth management, commercial real estate, logistics, and other small to medium-size business clients.

## Technical Skills

Apple/Mac OS

Adobe Creative Cloud:  
InDesign / Photoshop / Bridge /  
Illustrator / Lightroom / Premiere /  
After Effects / Acrobat

Adobe Express

Adobe Firefly

Generative AI

Canva

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

Database Management

Budgets

## 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

## Awards

### National School Public Relations Association (NSPRA)

- 2022 Publications and Digital Media Excellence Award - Hacienda La Puente USD, *Facts at a Glance Brochure*
- 2023 Golden Achievement Award (Supporting Materials) - Lynwood USD, *Lynwood on the Rise: Rebuilding a Fallen Community*
- 2024 Publications and Digital Media Excellence Award - Lynwood USD, *Community Newsletter*
- 2024 Publications and Digital Media Excellence Award - Newport-Mesa USD, *Brag Sheet*

### California School Public Relations Association (CalSPRA)

- 2024 Tactics Excellence Award - Newport-Mesa USD, *Brag Sheet*
- 2025 Tactics Excellence Award - Covina-Valley USD, *Report to the Community 2023-24*

## Professional Associations

### Graphic Artists Guild

Member

## Volunteer Experience

### Rachel Forester for Claremont City Council (2024)

Art Director / Communications Director

### Claremont Educational Foundation (CEF) (2019-2022)

**Co-President of the Board:** Three-year, volunteer 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 strategizing on and implementing new policies, initiatives, and programs including CEF's first full-day summer camp program.

**Other Leadership and Committee Positions:** Executive Committee Member (2018-2023); Communications Committee Chair and Member (2018-2024); Development Committee Co-Chair (2020-2021); Hiring Committee Member (2019-2023); SLICE of Summer Program Committee Member (2019-2023)

### Ophelia's Jump Productions (2021)

Member, Board of Directors

### Bob Fass for Claremont School Board (2019-2020)

Art Director / Communications Committee Co-Chair

### Yes! for Claremont/Measure CR (Sales Tax Measure) (2018)

Communications Director