

Keith Price

646.554.3088 | keith@pricedesignstudio.com | www.pricedesignstudio.com

EXPERTISE

Interactive & Print Design
Front-end Interface Design
Information Architecture
Brand Development

Art/Creative Direction
User Experience
Usability Research
Design Management

EXPERIENCE

Principle/Creative Lead | Price Design Studio (1998–Current, New York, NY)

Boutique print and interactive design company specializing in art and design clientele.

Interactive Art Director (contract) | The New Teacher Project (April 2009–Current, Brooklyn, NY)

National non-profit focused on recruiting, training and retaining top-quality teachers in high-need, inner-city schools.

Duties: Brought on specifically to take creative and user-experience lead in a major redesign of TNTP's proprietary enterprise HR web application. Work in an Agile/Scrum environment with a 7-member development team building a dynamic, ASP.NET platform for distribution over 30+ partner sites. Creating wireframes and mock-ups for presentation to business stake holders, user testing, CSS coding and implementation.

Designer | Matsumoto Incorporated (2004–2008, New York, NY)

Design consulting firm specializing in graphic design, branding and product design with high profile clients such as The Metropolitan Museum of Art, Guggenheim Museum, Art Center College of Design, The Fabric Workshop and Museum, etc.

Duties: Assist Art Director with design layouts and type setting for books, catalogs, identities and promotional materials; prepare and conduct client design presentations and reviews; daily management and client communication for multiple design projects; coordinate with vendors to obtain quotes and to create production schedules

Creative Director | Nerve.com, inc. (2002–2004, New York, NY)

Online magazine dedicated to relationships, sex and culture with a focus on creative writing, film and photography. Creative direction for photography gallery redesign recognized in "American Photography (vol. 20)". Nominated for a 2004 Webby Award under the "Print Zine" category.

Duties and achievements: Solely responsible for planning, managing and implementing all visual elements of Nerve's online magazine, promotions, and client advertising campaigns for clients such as Sony Pictures, Showtime, HBO Films, Lions Gate Films, Audible.com and Artisan Entertainment; Art direction, design and project management of daily editorial content, client advertising campaigns, site infrastructure projects, and in-house promotions; Undertook a major redesign of Nerve's popular and extensive (260 galleries) fine art photography section; Co-produced the design and implementation of Nerve's premier subscription service, Nerve Premium, which boosted revenues in excess of \$44,000 monthly upon its launch; Oversaw and managed junior design staff, freelancers and interns

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Art Director | NYFIX, inc. (2002, New York, NY)

Financial software and electronic trading solutions company.

Duties and achievements: Responsible for design needs for NYFIX corporate and its five subsidiary companies worldwide; Solely responsible for the design and production of the 2001 Annual Report; Developed branding standards and practices, implementing a new corporate image; Redesigned corporate website and five subsidiary company sites; Designed new sales collateral and promotional items for over 20 NYFIX products and services

Freelance Art Director | World Wrestling Entertainment, inc. (2001, Stamford, CT)

Media and entertainment company.

Duties and achievement: Created WWE branded and co-branded POS, marketing and promotional materials; Major contributor in the design and production of the WWE 2001 Annual Report; Collaborated with pay-per-view and television departments in creating monthly printed promotional materials and merchandise; Coordinated with sales team in accessing the advertising needs of WWE clients

Art Director, e-commerce Division | London Bridge Group (2000, Orlando, FL)

Financial software and internet banking solutions company.

Senior Designer | LifeScience Technologies (1999, Orlando, FL)

Health supplement distributor.

OTHER EXPERIENCE

E4/AW3 Air Crewman | United States Navy (1994–1999)

Operated Acoustic Anti-Submarine Warfare equipment and Optical Surveillance Systems on board the P-3 Orion aircraft flying combat missions over both water and land.

EDUCATION

Pratt Institute | BFA Media Arts/Photography (2008, Brooklyn, NY)

TECHNICAL PROFICIENCY

Professionally Proficient Using: Dreamweaver, Visual Studio, Photoshop, Illustrator, ImageReady, Flash, GoLive, Freehand, Fireworks, Quark XPress, InDesign, Final Cut Pro, Mac/Windows OS, Digital and Film Photography, Video Editing, HTML, CSS, Java Script, Light Flash Action Scripting. Experience working with: ASP, ASP.NET, Cold Fusion, DHTML, JSP, CGI and PHP.