

KEITH PRICE GRAPHIC DESIGNER

381 1ST AVENUE, #4, NEW YORK, NY 10010 [P] 646.554.3088 [E] KEITH@PRICEDESIGNSTUDIO.COM
PRICEDESIGNSTUDIO.COM | PRICEPHOTOSTUDIO.COM

EXPERIENCE

PRICE DESIGN STUDIO **ART DIRECTOR [1998–CURRENT]**

Self-employed print and web designer specializing in art and design clientele. For most recent work see pricedesignstudio.com.

MATSUMOTO INCORPORATED **FREELANCE DESIGNER [2004–CURRENT]**

Work directly with award winning Art Director Takaaki Matsumoto on high profile design projects for clients such as The Metropolitan Museum of Art, Guggenheim Museum, Art Center College of Design, The Fabric Workshop and Museum, etc.

- » 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/clients
- » Communicate with vendors to obtain quotes and to create production schedules
- » Maintain company network and Macintosh computer systems

NERVE.COM, INC. **CREATIVE DIRECTOR [2002–2004]**

Solely responsible for planning, managing and implementing all visual elements of Nerve's online magazine, promotions and client advertising campaigns. Creative direction recognized for photography galleries featured in "American Photography (vol. 20)". Nominated for a Webby Award under the "Print Zine" category.

- » Liaised with CEO, VP of Advertising, and Editor in Chief daily on all creative projects
- » Redesigned and restructured 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 \$44,000 monthly upon it's launch
- » Worked with Photo Editor and photographers in the art direction, managing and editing of images to support Nerve editorial content and promotions
- » Art direction and design of daily editorial content
- » Creation of "micro-sites" for advertising clients such as Sony Pictures, Showtime, HBO Films, Lions Gate Films, Audible.com and Artisan Entertainment
- » Project managed daily editorial content, client advertising campaigns, site infrastructure projects, and in-house promotions
- » Oversaw and managed junior design staff, freelancers and interns

NYFIX, INC. **ART DIRECTOR [2002]**

Launched in-house Design department.

- » Supported design needs for NYFIX corporate and its 5 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 5 subsidiary company sites
- » Designed new sales collateral and promotional items for over 20 NYFIX products and services

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WORLD WRESTLING ENTERTAINMENT, INC. **FREELANCE ART DIRECTOR [2001]**

Full-time temporary contractor.

- » Created WWE branded and co-branded POS, marketing and promotional materials
- » Major contributor in the design and production of the WWE 2001 Annual Report
- » Worked 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 clients
- » Participated in weekly creative brainstorming meetings

LONDON BRIDGE GROUP **ART DIRECTOR, ECOMMERCE DIVISION [2000]**

Creative lead for all eCommerce products, department authority regarding all design and usability issues of financial software and corporate and client websites.

LIFESCIENCE TECHNOLOGIES **SENIOR DESIGNER [1999]**

Responsible for corporate identity and visual vocabulary of web and print presence.

EDUCATION

PRATT INSTITUTE, BROOKLYN, NY **BFA PHOTOGRAPHY [2004–CURRENT]**

Projected graduation: fall 2008

OTHER EXPERIENCE

UNITED STATES NAVY **E4/AW3 AIR CREWMAN [1994–1999]**

Operated Acoustic Anti-Submarine Warfare equipment and Optical Surveillance Systems on board the land-based P-3 Orion aircraft flying missions over both water and land. Assisted in information technology department.

TECHNICAL PROFICIENCY

HIGHLY TECHNICALLY PROFICIENT AND ABLE TO LEARN ANY SOFTWARE PACKAGE

Professionally Proficient Using: Dreamweaver, 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. Mac and PC Networking and Repair (hardware and software).