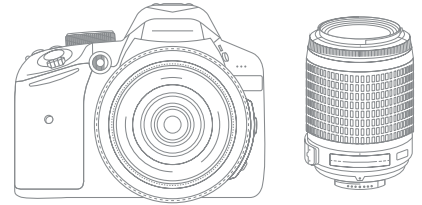


# KEITH SAMPLE

## Art Direction & Design

12A St John's Way, London, N19 3RR



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I am a multi-disciplinary art director and designer with a passion for all forms of visual communication and strategy. Constant curiosity has led me to five years of work in digital and traditional mediums for agencies, big name brands, musicians, small business owners, bloggers, wholesalers, and friends. Each experience has taught me something different about business, design, and people. Drop me a line if you would like me to share those experiences with you.

### EXPERIENCE

#### Sample This Creative

January 2011 - Present

Art Director & Designer

Working independently in various capacities with clients big and small. Focused on branding and websites for small - mid size businesses. Designed and managed numerous short run print projects for a variety of clients.

*Clients: Hill & Knowlton (Public Relations) Ballymore Group (Developer) / Lebara (Telecommunications) / Hogarth Worldwide (Telus) / Whole Therapy (Holistic Clinic) / GIA Studios (Audio Production Studio) / Pokoloko Kreative (Fine Goods Wholesaler) / Max's Shoe Repair (Retailer & Cobbler) / Miss Polygamy (Band) / Young & Restless (Lifestyle Blog)*

#### Hogarth Worldwide / The&Partnership

March 2015 - May 2015

Production Lead

Lead production artist on a large-scale campaign for Telus that ran in Vancouver, Calgary & Edmonton. Deliverables included: Sky train Vinyl Wraps, Bus Vinyl Wraps, Light rail Vinyl Wraps, Wildpostings, TSAs, Vellum Newspaper covers, Newspaper Ads, Interior Bus/Train Cards, Digital Billboards, Bus Kings & Headers.

*Clients: Telus*

#### Geometry Global / Ogilvy & Mather

May 2014 - December 2014

Art Director

Conceptualised and created activation and shopper marketing campaigns for big name brands in collaboration with the Ogilvy & Mather inter-agency team. Worked regularly with a copywriter, illustrators, photographers, production team and senior creatives. Occasional production work.

*Clients: SC Johnston / Kimberly Clarke / Unilever / SPCA / GSK*

#### Inventa

February 2014 - April 2014

Jr. Art Director

Conceptualized and produced artwork and communication materials for a number of large scale activations. Worked closely with creative director and associate creative director on presentation decks and activation strategy. Occasional in store displays.

*Clients: Coca-Cola / Nintendo / CIBC / Kraft / Sofina Foods*

### SKILLS

Adobe Creative Suite

CSS + HTML

Wireframing

Sketch

Photography

Post-Production

Photo-manipulation

Creative Workflow Management

Campaign Ideation

Illustration

### EDUCATION

Humber College

2010 - 2013

Advanced Graphic Design

Carleton University

Expected 2016

BA Major English / Minor Psychology

### VOLUNTEER

RGD (Registered Graphic Designers)

2012 - 2015

Provisional Board Member

Student Board Member

Toronto International Film Festival

2012 - 2014

General Volunteer