

# KEITH TRAVERS

CREATIVE SERVICES | STUDIO

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## CONTACT

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22 ANDREWS FARM RD. BOXFORD, MA 01921



KTRAVERS2011@GMAIL.COM



978 • 877 • 7650



WWW.KEITHTRAVERS.COM



WWW.LINKEDIN.COM/IN/KEITHMTRAVERS

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## SKILLS

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- ADOBE ILLUSTRATOR
- ADOBE PHOTOSHOP
- ADOBE INDESIGN
- ADOBE AFTER EFFECTS
- ADOBE PREMIER(BASIC)
- SKETCH(BASIC)
- GOOGLE WEB DESIGNER
- KEYNOTE
- POWERPOINT
- MICROSOFT SUITE
- LAYOUT
- MECHANICALS
- PRE-PRESS
- WEB BANNER ANIMATION
- MOTION GRAPHICS
- PRINT PRODUCTION
- TRADE SHOW BOOTH DESIGN
- IMAGE PURCHASING
- IMAGE RETOUCHING(MODERATE)
- EMAIL DEPLOYMENT/DESIGN

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## EDUCATION

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ANIMATION MAJOR

NEW ENGLAND INSTITUTE OF ART

2009 - 2012

ACTIVITIES AND SOCIETIES:

ALPHA BETA KAPPA

APRIL 2018 -  
PRESENT

### ALLEN & GERRITSEN

MANAGER, CREATIVE SERVICES

- Manage two studio artists and their workload
- Manage department budget and order supplies for creative department use
- Purchase all images/fonts for creative teams
- Work with print houses during large print productions to ensure colors and images are correct to original art
- Go on press checks when required by project
- Ensure files are print ready and industry standard before sending to print houses
- Assist on client pitches with deck design and printable leave behinds
- Animate all web banners across all clients
- Animate all social/web motion graphics across clients
- Work with the art teams to ensure all work maintains clients brand standards
- Work with art teams to layout varying sizes of projects and create final mechanicals
- Maintain asset libraries

JULY 2016 -  
APRIL 2018

### ALLEN & GERRITSEN

DIGITAL STUDIO ARTIST

- Take existing creative and resize it for web banners, print, or emails
- Animate all web banners across all clients
- Animate all social/web motion graphics across clients
- Ensure files are print ready and industry standard before sending to print houses
- Assist on client pitches with deck design and printable leave behinds
- Work with the art teams to ensure all work maintains clients brand standards
- Work with art teams to layout varying sizes of projects and create final mechanicals
- Maintain asset libraries

MARCH 2013 -  
JULY 2016

### MMB

JR. DIGITAL PRODUCTION ARTIST

- Take existing creative and resize it for web banners, print, or emails
- Animate all web banners across all clients
- Animate all social/web motion graphics across clients
- Develop, test and deploy emails using Exact Target email platform
- Work with the art teams to ensure all work maintains clients brand standards
- Design/source and 3D print elements for potential client presentations
- Maintain asset libraries