

CRISTAN KEIGHLEY

[KĒTH'ĹĒ]

I am a creative design professional with measurable success in the marketing, promotions, and advertising industry. I'm skilled in photography art direction, page layout, digital and print imaging, web design, logo and information design, plus management of both projects and people. I'm a lover of the creative and production roles for film, music, and theater.



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ADVERTISING · ART DIRECTION · BRANDING · CMS
COPYWRITING · CREATIVE DIRECTION · EMPATHY
FILM & VIDEO · GRAPHIC DESIGN · HTML/CSS
ILLUSTRATION · INFORMATION DESIGN · MANAGEMENT
MARKETING · OBLIQUE PROMOTIONS · PHOTO ART
DIRECTION · PHOTO EDITING · PRINT PRODUCTION
PROJECT MANAGEMENT · RETOUCHING · SOCIAL MEDIA
UX/UI DESIGN · WEB DESIGN

EDUCATION

THE UNIVERSITY
OF VIRGINIA

B.A. in English Language & Literature | B.A. in Psychology | Minor Degree in Religious Studies

RICE UNIVERSITY

Graduate of The Publishing Program: a comprehensive course in book and magazine publishing

EXPERIENCE

*Contract Art Director &
Graphic Artist (self)*

CHARLOTTESVILLE, VA
2005 – ONGOING

- Art direction, design, illustration, retouching, and production for the Darden Graduate School of Business, Ash Lawn Opera, Peace Frogs Travel/Outfitters, Staengl Engineering, UVA, Bristles Hair Salon, Castle Hill Cider, Live Arts Theater, Venable Minor Properties and others.
- Work includes copy and headline writing, identity materials, websites, social media, mass email, and market strategy.

S&P GLOBAL
Studio Manager (contract)

WASHINGTON, DC &
CHARLOTTESVILLE, VA
DECEMBER 2017 – MARCH 2019

- Hired to establish this multi-national's print and digital department in Washington, DC.
- Art direction, design, production, and quality assurance of an estimated 80% of the company's visual footprint, including brochures, conference, and trade-show materials, advertising (print and digital), and all manner of digital assets for company website, social media, apps, and events.
- Training and management of studio personnel; secondary hiring & training of personnel on-site in Manila, Philippines.
- Improved and established file management and organizational practices.
- Repaired quality control issues and mended relationships and perceptions between the creative team, project managers, and stakeholders.

LINKS CHOICE
Creative Director (contract)

CHARLOTTESVILLE, VA
JULY 2016 – MARCH 2017

- Complete redesign of all existing informational and promotional material, including brochure, sales sheets, signage, and collateral.
- Wrote, directed, and edited two long-form commercials, starring a hired spokesman and long-drive champion, viewable [here](#) and [here](#).
- Complete redesign and new architecture for company website, incorporating branding updates and new photography.
- Redesign and new materials for their presence at the annual PGA Merchandise Show.

IVY PUBLICATIONS
Editorial & Advertising Designer

IVY, VA
APRIL – OCTOBER 2016

Editorial and advertising design, illustration, layout, retouching and production for *Wine & Country Living*, *Wine & Country Weddings* and the Charlottesville Family brand publications: *Bloom*, *The Go-To-Guide*, and *The Charlottesville Welcome Book*.



EXPERIENCE (CONT.)

LOOK3: THE FESTIVAL OF THE PHOTOGRAPH

*Production Manager
Exhibition Coordinator*

CHARLOTTESVILLE, VA
FEBRUARY – AUGUST 2015

- Responsible for the planning and details of execution for all public-facing events and exhibitions, including five gallery shows and three outdoor exhibitions.
- Responsible for daily live productions at the Paramount Theater and two nights of performances at the Ting Pavilion.
- Executed and produced all print and digital materials, including interior & exterior signage, gallery design and typesetting for titles and captions, festival program and website.
- Production and editing of promotional video and other marketing materials.
- Responsible for the hiring and management of contractors, day laborers, and vendors for every aspect of the event.
- Artist management, procurement of materials, budget, logistics, politics, and heavy lifting.

VIRGINIA LEGENDS BASKETBALL CAMP

Creative Director (contract)

CHARLOTTESVILLE, VA
JUNE 2014 – MARCH 2015

- Hired to build this brand from scratch – from logo to online forms, a website, and all other physical and digital materials.
- Worked with partners on marketing and strategy while building the brand’s visuals and messaging around those goals.
- Provided creative direction for web development company before taking over the design & production.
- Design and branding of all identifying visuals, including identity pieces, advertising, brochure, posters, social media, and trade-show materials.
- Efforts resulted in a partnership with the Atlantic Coast Athletic Club, and overjoyed client, and a unique, well-received look-&-feel in a marketplace catering to middle-schoolers and their parents.

SILVERCHAIR LEARNING SYSTEMS

Art Director

CHARLOTTESVILLE, VA
MARCH 2007 – JANUARY 2013

- Responsible for all supportive and instructive imagery in online courses created for senior care institutions and staff.
- Exceeded calls for increased quality and quantity of imagery, resulting in greater sales and reported client satisfaction.
- Art-directed photo shoots of both people and products.
- Sourced or produced images in keeping with aesthetics, politics, gender/race sensitivity, state/federal regulatory compliance, and technical/medical accuracy.
- Design and illustration of info-graphics, photo composites, and all other image production.
- Contracted and directed illustrators and photographers; managed photo permissions.

SILVERCHAIR INFORMATION SYSTEMS

Art Production Manager

CHARLOTTESVILLE, VA
MARCH 2007 – MAY 2014

- Responsible for the print and web production of all images produced by McGraw Hill Medical, Wolters Kluwer and other clients.
- Took on responsibility for illustration, retouching, and color correction.
- Responsible for the reconversion of legacy material during the company’s transition into a journal platform, including the American Medical Association’s archive; analyzed and remediated tens-of-thousands of images from other high-profile trade publications.
- Initiated essential communication and interaction with colleagues, clients and vendors, while developing policies to solve content and organizational issues.
- Authored documents on branding and internal organization.

C-VILLE WEEKLY
Graphic Artist

CHARLOTTESVILLE, VA
MAY 2006 – MARCH 2007

- Design and production for advertising in this alternative weekly newspaper. Art-directed photo shoots for both products and people.
- Responsible for management and training of new employees.



EXPERIENCE (CONT.)

*Contract Art Director &
Graphic Artist (agencies)*

SEATTLE, WA
APRIL – OCTOBER 2004

Art direction, design, illustration, retouching and production for Hadley Green Creates, Inc. and Publicis, Inc. Clients include Microsoft, T-Mobile and Safeco Insurance.

YOUNG & RUBICAM
Studio Manager

NEW YORK, NY
JANUARY – OCTOBER 2003

- Responsible for the Philip Morris Studio, advertising five foreign and one domestic brand, with a staff of five and up to twelve contractors around the clock.
- Developed new systems of information management and workflow.
- Responsible for account support and assistance to the Creative Director, Art Directors, Designers, Account Team and Production Artists in an endless variety of scenarios, from technical to aesthetic.
- Extensive compwork & retouching; moderate solo and heavy collaborative design.
- I was the first person in three years to last more than three weeks in the position.

MOMENTUM WORLDWIDE
Studio Manager

NEW YORK, NY
JANUARY 2000 – MAY 2002

- Responsible for all materials produced and published from this branding/promotions agency.
- Extensive production, retouching, color correction, and design for pieces of all nature and sizes: ads, posters, kiosks, 18-wheelers, signs & banners, direct mail, table tents, 3D structures, object wraps, etc.
- Integral and vocal participant in all marketing and strategy meetings, while managing and directing staff, illustrators, and vendors.
- Developed new systems of information management and workflow.
- Primary clients were American Express and Sirius/XM.

PROBE, INC.
Graphic Artist | Art Director

CHARLOTTESVILLE, VA
JANUARY 1996 – NOVEMBER 1998

- Responsible for strategies and execution of advertising, direct mail, and collateral materials.
- Designed and produced four 100+ page catalogs for individual product lines.
- Contributed concrete, creative marketing/advertising strategies that produced a tangible increase in market share.
- Art direction of photo shoots and illustration, print bids and estimates, press checks, often complex retouching and color correction.

OF INTEREST

- Resident Director, actor and sound designer for Live Arts Theater since 1991.
- Composer for theater and dance.
- Experienced live and studio sound engineer.
- Acting and production roles for local and regional film and television.
- Former drummer for the Hogwaller Ramblers.