



KEIFER WILLIE

VISUAL DESIGNER

ABOUT

Experienced in advertising and marketing as well as brand identity systems which extend to, but are not limited to print, book design, packaging, and web/interactive. I enjoy working collaboratively in order to create fresh and interesting design solutions. Born and raised in Austin, TX, I have been interested in design and design thinking since I was a designer and editor for my High School newspaper.

EXPERIENCE

Graphic Designer

- The Automotive Advertising Agency, Austin, TX
2 Years
 - Created brand compliant advertising campaigns which were updated monthly and included web advertising and POP advertising.
 - Designed print media including catalogs, banners, billboards, business cards, holiday cards, newspaper ads, and various materials for marketing booths.
 - Designed and coded interactive web advertisements for Google Ads.

Freelance Design

- Austin, TX
 - Logo design for various clients including band logos and business logos, t-shirt designs and consultations.

EDUCATION

Bachelor of Fine Arts, Communication Design

- Texas State University, San Marcos, Texas
May 2019
Magna Cum Laude
GPA: 3.6

Dual Enrollment Coursework in Communication Design

- Austin Community College, Austin, Texas
Summer 2013 - Spring 2015
GPA: 3.0

*References available upon request

AWARDS

UIL Editorial Design - First Place
UIL Headline Writing / Journalism
Deans List - 4 Years

SOFTWARE

Figma
Adobe Illustrator
Adobe Photoshop
Adobe Indesign
Adobe Animate
Adobe After Effects
Google Web Designer
InVision
HTML / CSS

SKILLSET

Brand Strategy
Identity Design
UX / UI
Photography
Screenprinting

CONTACT

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