



## JASON KEEVEN

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A passionate, hands-on, Experience and Creative Director with over twenty years of professional expertise producing work for the food, beverage, spirits, manufacturing, and technology industries. My diverse background has allowed me to create and lead award-winning campaigns and experiences for today's leading brands.

### TECHNOLOGIES:

Expert knowledge of Creative Cloud 2017, Office 2016, Omnigraffle 6, Axure RP7, HTML, CSS, Traditional Hand Sketching, Illustration and Rendering for Concepts, Presentation and Storyboards.

Selected by Adobe as an early beta tester for project comet, tasked with providing feedback and guidance for what would later become Adobe Experience Design (XD).

Intermediate knowledge of Microsoft SQL server, Final Cut Pro, Flash, Javascript, AJAX, jQuery, PHP, mySQL, Visio, MVC, Visual Studio.

### EDUCATION:

Graphics Communications 1993-1997  
Saint Louis Community College, Saint Louis, MO

## EXPERIENCE

### Group Creative Director

- Set expectations and standards for the creative team's attitude, behavior and teamwork through motivation, mentoring and example.
- Directly manage the daily operations, scheduling, and bandwidth for the Creative department, while developing and raising the level of execution for the presentation layer, standards, and best practices for the department's deliverables.

### Creative Director / Digital & Analog

- Work closely with UX department, Account Service, Media, Strategy and the Client in order to create the brand strategy and creative brief.
- Conceptualize, design and direct the development of digital experiences (web and mobile), digital advertising, email, print (magazine, newsprint, collateral, point-of-sale), outdoor, corporate identity, and display advertising according to the client's brand guidelines.
- Play integral role when presenting campaigns directly to the client, in order to assure proper communication of the brand strategy.
- Facilitate photographers, illustrators, and production managers to ensure completion of photography, illustrations and video production for campaigns within the brand strategy.
- Work closely with the Front-end and Back-end Developers, and Project Managers, as well as development production companies, to assure quality control.

### Experience Director

- Work closely with Project Managers, Account Service, Creative Directors and Clients in order to create an experience approach and scope requirements.
- Control all aspects of Information Architecture including ideation, nomenclature, and work flow.
- Development of user experience, site maps, wire frames, and other tools to assure strong usability guidelines and best practices.
- Conceptualize, design and direct the development of digital experiences according to the client's brand, usability guidelines, and best practices.
- Brief, manage and provide experience direction to the UX team during the design phase of the project.
- Mentor UX department members to ensure the work has been executed from the strategy and creative brief.
- Lead usability testing efforts.

Jan 2015 - Mar 2019

### Brighton Agency - Saint Louis, MO

- Responsible for leading the creative development and strategy and to ensure the quality of all of the agency's creative deliverables. Provided creative direction and feedback while ensuring that agency and client business objectives were met.

Accounts: Arch Grants, Centene, Germ-X, Mars, Inc., Millipore Sigma, Monsanto, Pictsweet

May 2013 - Dec 2014

### BFG communications - Hilton Head Island, SC

In addition to the responsibilities outlined

- Experience Director
  - Responsible for all of BFG's Experience/UX deliverables.
- Accounts: Ace Hardware, Aveniu Brands, Coca-Cola, Delta Airlines, Dreamworks, Dr. Oetker, E3 Entertainment Expo, Groupo Campari, Kids II, RJ Reynolds, Snyder's-Lance, South Carolina Parks Recreation & Tourism, Treasury Wine Estates, Whirlpool

June 2010 - May 2013

### Gravit8 - Saint Louis, MO

In addition to the responsibilities outlined

- User Experience & Design Director
- Responsible for the experience and creative direction for all aspects of the company's SaaS solutions.

Accounts: Direct Buy

January 1997 - June 2010

### XG advertising - Saint Louis, MO

In addition to the responsibilities outlined

- Principal, Co-Founder and CCO
- Worked directly with Clients and Account Executives to successfully develop and sell creative positioning and strategies for retail on- and off-premise point-of-sale, packaging, communications, brand identity, and interactive.

- Created new business for the agency as a result of building client relationships and understanding their creative and business strategies.

Accounts: Anheuser-Busch Inbev, Coca-Cola, Cold Smoke, Crane National Vendors, Denon GmbH, Illinois Board of Petroleum, Kellogg's, Mogi, Minute Maid, Nintendo, Office Max, Pepsi Cola, Procter & Gamble, Purina Mills, Sara Lee, Stanley Steemer, Terminix, Tonka, Treasury Wine Estates, Vermont Spirits