Lauren Keville

Work Experience

2005–present   **LuvsPixels.com and DancingLemur.com (freelance)**

Clients include Hanover Strategic Management (financial institution), NESN (broadcast), The Institute for Soldier Nanotechnology (science research), 3B Media (broadcast), Hull Wind (non-profit), a local band, a bakery, a restaurant/nightclub, a neighborhood website, and subcontracting work for a larger design house. Works include corporate branding (logo, stationery, web), web code, design and maintenance, flash banners, custom flash players, motion graphics for broadcast, DVD menu design, media optimization for web, design for print (book cover design, page layout, photo editing, map editing and annotating).

2003–2005 Assistant Manager   **Standish Mellon Asset Management**

Assistant Manager — Marketing & Client Service Materials Design and Support.   **Winner: Award of Excellence 2004**

Assist in managing creative direction of sales, marketing and client service collateral: create layouts, charts and artwork to support text while maintaining corporate standards. Manage staff and monitor the execution of projects. Develop and maintain archive system in accordance with records retention policy. Collaborate with Editors, Content Contributors, Product Management and Production teams in the strategic development of effective cost efficient design. Purchase stock images and font licenses. Liaise and consult with internal customers. Create special items working with outside vendors; understand their production process and limitations. Partner with Senior Manager to deliver materials via a well-organized process.

1990–2002 Graphics Specialist   **Standish, Ayer & Wood**

Update books, performance placards, product sheets and fund fact sheets. Create research pieces, newsletters, board books, prospectuses, sales and client service materials. Understand requestors' goals, work with editors and compliance department. Create and update graph and chart libraries in MS Excel and DeltaGraph Pro, providing training in their use to peers.

Skills: Software

- Adobe Acrobat Pro
- Adobe After Effects
- Adobe Audition
- Adobe Bridge
- Adobe Contribute
- Adobe Dreamweaver
- Adobe Encore
- Adobe GoLive
- Adobe Fireworks
- Adobe Illustrator
- Adobe ImageReady
- Adobe InDesign
- Adobe LiveCycle
- Adobe Media Encoder
- Adobe PageMaker
- Adobe Photoshop
- Adobe Premiere Pro
- Adobe Soundbooth
- Microsoft Excel
- Microsoft Outlook
- Microsoft PowerPoint
- Microsoft Visio
- Microsoft Word
- Apple QuickTime Pro
- Corel Painter
- DeltaGraph Pro
- Drupal
- Various OS

Skills: Design and Management

- Create effective and engaging designs at a fast pace
- Visual problem solving
- Strong organizational skills
- Strong teaching and training skills
- Ability to work independently and as part of team

Skills: Web

- HTML, CSS
- Drupal
- jQuery, javaScript
- semantic markup
- White Hat SEO
- rasterizing vectors (including removing halos)
- Photo retouching through non-destructive methods including RAW processing and workflow

Print

- Prepress separations, halftones, Pantone® systems, font technologies
- Paper (various mills, manufacturing methods, paper treatments)
- Screen printing
- Hot foil stamping
- EPS to metafile and raster to vector conversions
- PDF extractions
- Acrobat forms with FormCalc scripting

Motion Graphics

- 2.5D animation
- Compositing
- Green screening
- De-interlacing
- Trans-coding to and from international scan rates
- Storyboarding
- Audio editing and syncing
- After Effects javaScript expressions
- Time remapping

Direct Mail

- Mail merges (XML, Excel, Word, CSV, tab-delimited data)
- Direct mail design (with knowledge of USPS machine requirements, pre-sort zip codes to optimize postal cost savings and delivery times).
- Bar codes (and QR codes)

Education

Graduate work in 3D animation. Center for Knowledge Communication, University of Massachusetts, 1990.
Bachelor of Arts. University of Massachusetts, 1990.