

# DUNCAN KEELEY

PRODUCTION ARTIST | GRAPHIC DESIGNER | ILLUSTRATOR | ART DIRECTOR

www.duncankeeley.com  
duncan@duncankeeley.com

## SELECTED CLIENTS

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### DIGITAL MOTION & BROADCAST

TD Bank Group, Google, Facebook, Shutterstock, Twitter, Instagram, Pinterest Youtube, linkedin, CBC, NBN

### PRINT

TD Bank, Jackman Reinvents, JC Penney, Staples, Zares, Tommy Hilfiger, Virgin Mobile, The Keg, Various P&G brands

### EXPERIENTIAL

World Vision, Green Works, Preventia, Ferrero Rocher, Royale, Maple Leaf, Hidden Valley Ranch, Loblaws, Sobeys, Canadian Tire

## VARIOUS ROLES & RESPONSIBILITIES

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Discover risk and solutions • Produce templates for digital optimization to create content at scale • Work within accessibility guidelines and best practices for digital assets and development • Identify and adhere to KPI or tracking metric • Ideate concept and strategize on-the-spot with an outstanding drawing ability • Brainstorm • Branding • Collaborate with creative directors and designers • Participate in and optimize the pipeline workflow • Produce and handle final deliverables in both print and digital • Present concept and strategy • Manage teams • Standardize best practices and organization • Develop brand guidelines • Educate on crossover between digital and print formats; what can, and can not be done • Proper print procedure and creation

## RANGE OF PROJECT EXPERIENCE

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HTML5 dynamic banner campaigns • digital signage • motion design • HTML5 animated banners • email templates • branding and digital guidelines for best practices • POS • floor displays • activation collateral • promotional media • pallet wraps • packaging design • mood boards • concept sketches • sales decks • pitch decks • sell sheets • brochures • 3D renders • mock-ups • bunker wraps • stickers • IRC's • broadcast graphics • illustration • wobblers • DM campaigns • posters • banners • vehicle wraps • storyboards • coupons • coupon booklets • tents • OOH • photography • photo processing • photo retouching • social posts • online coupons • online portals and landing pages • magazine ads • advertorial • product caddies • neck tags • vinyl clings • bonus boxes • combo packs • wing rack headers • clip strips • tear pads • bonus stickers

## TOOLS & PROGRAMS

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Indesign, Illustrator, Photoshop, After Effects, Double Click Studio, Google Web Designer, HTML5, AEM, Quickbase, Fluid, Workfront, Marketing Express, Powerpoint, Keynote, Excel, Word, Outlook, Squirrel Mail, Sharepoint, OneDrive, Google Docs, Google Analytics, Acrobat, Pagemaker, Camera Raw, HTML, CSS, Art Files, Disk Tracker, C&P, Mac OS, Windows OS, Pencil Drawing, Pen and Ink, Airbrush, Fiery Command Workstation, 3D Max

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## LATEST ACCOMPLISHMENTS

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Created and rolled out across Canada the largest HTML5 dynamic banner campaign for TD Bank. Simultaneously ran AB testing, adapted creative, and optimized templates for future use and scaling. Achieved award winning results and a huge win and strategic development for the business.

Managed risk to TD Bank by identifying an error with brand guidelines and stock photography purchasing, developed a solution and managed training to the team to avoid such problems in the future. Collaborated with external agencies to right the wrongs and update the errors with solutions.

Created and developed the dynamic motion capabilities at the inhouse agency with TD Bank. Responsible for TD animation and advertisement seen on Google, Facebook, Union Station, The Path, Canadian TD inbranch digital screens, ATMs, and various other digital billboards.

Produced all print and store signage, interior and exterior for the reinvention of J.C. Penney.

International award winning cartoon illustrator with a self published dark & disturbed comic book and an online webcomic that received 400 000 unique page views in one day.

## EMPLOYMENT HISTORY

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EMPLOYER	POSITION	DATES
<b>3 APPLES HIGH</b>	Creative and Production Lead	March 2020 - April 2020
<b>JACKMAN REINVENTS</b>	Senior Production Artist	July 2019 - March 2020
<b>TD BANK</b>	Digital & Print Production, Graphic Design and Account Management	Mar 2017 - July 2019
<b>THE KEG STEAKHOUSE+BAR</b>	Graphic Design and Print Production Manager	Oct, 2016 - Feb, 2017
<b>6 DEGREES</b>	Production Artist	March, 2011 - Oct, 2016
<b>MISSION RESPONSE</b>	Graphic Designer	April, 2010 - March, 2011
<b>LYTON GROUP</b>	Graphic Designer	September, 2008 - January, 2009
<b>SOLENIUM GROUP</b>	Project Manager and Lead Photo Retoucher	August, 2007 - September, 2008
<b>CBC</b>	Broadcast Graphic Designer	November, 2006 - March, 2007