

Keri Speer

ART DIRECTOR

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TO CHECK OUT MY WORK!

Experience

SENIOR ART DIRECTOR SAATCHI & SAATCHI EL SEGUNDO, CA 02/2022 - 03/2022

Served Toyota as a freelance Sr. Art Director- crafting concepts for "Live Legendary," the 2023 Toyota Sequoia launch campaign.

Delivered valuable ideas by establishing the consumers' needs vs. wants in conceptually relatable ways.

Formed untried digitally interactive ideas based on the rising quest to utilize new technology in the market.

ACD ART DIRECTOR SAATCHI & SAATCHI EL SEGUNDO, CA 09/2021 - 10/2021

As freelance ACD Art Director, I crafted high-concept storylines and ideas for the 2022 Toyota Tundra launch campaign, 'Born For This.'

Linked concepts to brief in surprising yet memorable ways, producing multiple spots for the final campaign.

Explored and drafted ways to satisfy the interest in stepping further into a digital-centric world.

ART DIRECTOR GTB (JWT) DENVER, CO 12/2016 - 01/2021

Served Ford Motor Company as an Art Director and client-facing creative for their dealer association.

Creative lead for all integrated concepts and campaigns for Ford's Midwest and St. Louis clients. I spoke on behalf of the agency's creative department- pitching and selling creative options.

Successfully directed 360° national brand and partnership campaigns, simultaneously managing multiple coexisting seasonal and regional-specific projects.

Managed internal teams digital and social campaigns, supervising design decisions for best-practice.

ACD ART DIRECTOR POSITIVE CREATIONS BOULDER, CO 12/2018 - 12/2021

I was responsible for everything creative at the company, from branding, designing digital and social content, fashion and product design, and all production needs.

Designed new fashion collections, working closely with manufacturers and collaborating brands to sell online, and sometimes traveling to special events as a pop-up shop for a unique customer experience.

Streamlined online shopper experience by developing a user-friendly design; this ultimately increased our overall gross sales and online traffic from the previous year.

EVENTS + DESIGN CONSCIOUS ALLIANCE DENVER, CO 06/2018 - 09/2021

Conscious Alliance collects donations for Native-American reservations in need. In return, we offer limited-edition posters at music and art events around the country.

Helped internal creative problem-solving, guiding design decisions and passing down valuable tips and resources.

Contact

PORTFOLIO
KERISPEERCREATIVE.COM

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Education

THE SCHOOL OF MOTION
Summer 2021, Cinema 4D Course
3D Modeling & Animation Design

THE CREATIVE CIRCUS
Alumni, 2014-2016
Art Direction

THE UNIVERSITY OF ALABAMA
Alumni, 2010-2014
BA of Arts in Comm. & Info. Sciences,
Art Direction

Passions
ART DIRECTION
DIGITAL DESIGN
MOTION DESIGN
2D/3D ANIMATION
FASHION DESIGN
TYPOGRAPHY
PRODUCTION DESIGN

Skills

GROUP & INDIVIDUAL CONCEPTING
MANAGING MULTIPLE PROJECTS
PERSUASIVE PITCHING
COLLABORATING TEAM MEMBER
CREATIVE PROBLEM-SOLVING
STRATEGIC & INNOVATIVE THINKING
TIME MANAGEMENT
PRODUCTION WORK
DETAIL-DRIVEN CRAFT

Tools

