



# Keith Spaulding

creative lead and digital imager

[www.KeithSpaulding.com](http://www.KeithSpaulding.com)

## CONTACT

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### Keith Spaulding

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### Web Site

[www.KeithSpaulding.com](http://www.KeithSpaulding.com)

### LinkedIn

[www.linkedin.com/in/keithspaulding1](http://www.linkedin.com/in/keithspaulding1)

### Behance

[www.be.net/keithspaulding](http://www.be.net/keithspaulding)

## EDUCATION

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### University of Georgia

BFA Graphic Design  
Extended study photography,  
photojournalism and artistic  
photography

### Continual Education

UX design, Journey mapping,  
Design thinking, responsive design,  
prototyping, 3D design

### Georgia Tech

Certificate in Professional Web  
Design

### Emory University

Graphic design for print industry  
Continuing education

## INTERESTS

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- Family
- Photography
- Krav Maga
- Mountain Biking
- Grilling
- Home Improvement DIY

## INTERESTS

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Conceptually oriented creative designer and strategist dedicated to achieving the recognition and understanding of complex ideas and messages through simple yet effective design strategies and execution.

## EXPERIENCE

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### AT&T

#### *Senior User Experience Designer*

UX Visual Designer responsible for creating new initiatives to streamline web flow and create a more effortless user experience. With a strong understanding of user-centered design, journey mapping, general marketing and advertising principles, and the ability to communicate effectively with managers, developers and clients I approach each project as a strong team contributor.

### Black Rock Digital, L.L.C.

#### *Creative Director / Photographer*

Provided creative direction, design, branding, web design and print management to small and medium sized businesses. Directed, photographed and designed multiple media packaging projects. Planned and executed photography shoots for products, portraits and stock photo sessions.

### Media Group, Inc.

#### *Creative Director / Production Manager*

Developed the Media Group brand, promotional items and web site, designed packaging and publication solutions for multiple clients, designed and developed trade show booths and event graphics for large international corporations. Responsible for trouble shooting and correcting client art and data files and supervised hardware and software maintenance for the design department.

### Simons Engineering, Inc (AMEC)

#### *Senior Designer*

Provided graphic design and marketing support for North American region, Australia/New Zealand and Central and South America. Also worked with engineers and architects to provide graphic enhancements of their designs and layouts. Designed trade show booths and graphics for events, oversaw and maintained photo and video library, developed and provided sales and marketing presentation and support graphics and materials.

## EXPERTISE

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- Digital Design
- Photography
- Creative Direction
- UX Design
- Web Design
- Publications
- Branding
- Design Thinking
- Photo Retouch
- Design/Layout
- Print Management
- Project Management

## SOFTWARE

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- Adobe Creative Cloud CC
- Photoshop
- InDesign
- Illustrator
- Dreamweaver
- Experience Design
- Acrobat
- Sketch
- InVision