



KEITH R. BLACKSHEAR

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PROFESSIONAL SUMMARY

I'm a visually bold product & visual Designer, specializing in print production and visual storytelling. With now over 6 years of experience across high-volume print environments and design education, I bring a rare blend of technical precision in Adobe Creative Suite and deep empathy for the end-user. I don't just design; I build visual identity systems that make design impactful and manage several high-priority projects at once.

HARD SKILLS

Adobe Photoshop, Illustrator, InDesign & Lightroom, Figma, Logo Design, Visual Design

SOFT SKILLS

Customer Service, Information Architecture, Active Listening

PORTFOLIO

www.krbdesignss.com

LINKEDIN

<https://www.linkedin.com/in/krbdesign/>

EXPERIENCE

CORPORATE PRINT SOLUTIONS

Product Designer | January 2020 – Present

- Conceptualize and design 10-30 weekly personalized funeral programs and related products, prioritizing user experience and achieving high customer satisfaction utilizing Adobe InDesign for precise layout and production-ready deliverables.
- Expand the product line through print-ready and sought-after template development for funeral programs, broadening the company's product portfolio.
- Collaborate and empathize with clients in mourning through active listening and tailored design solutions, effectively addressing their unique needs and preferences.

CODE SPEAK LABS

Graphic Design Instructor | March 2021 – February 2022

- Designed and implemented comprehensive graphic design and social media design curricula tailored to the skill level and interests of young middle and high school students in classrooms of 4-8 students in back-to-back classes.
- Actively participated in the creation of Instagram posts, offering expert guidance and feedback to ensure alignment with brand aesthetics and audience engagement goals.
- Developed comprehensive lesson plans to teach graphic design fundamentals and social media design best practices. Provided constructive feedback on the designers' work to foster growth and improve design quality.

SPREAD KARMA

Visual Identity Designer | June 2019 – December 2020

- Ensured consistent application of brand guidelines across various print and digital platforms, maintaining brand integrity and recognition.
- Created a wide range of design assets, including social media graphics, lower thirds for videos, and print collateral, all aligning with the visual identity, enriching social media presence.
- Adapted existing design elements to fit various formats and platforms, optimizing visual impact and user experience.

EDUCATION

PHILADELPHIA UNIVERSITY | PHILADELPHIA, PA

Bachelor of Science: Graphic Design Communication

