



# Scott Keidong

graphic design | creative communications

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## Career Summary

- Creative communications professional – graphic designer, art director, copywriter, illustrator, photographer, production artist, and production manager with freelance and ad agency experience.
- Strategic thinker and problem solver, effective at providing creative solutions that are distinctive, memorable and tailored to the organization's communication needs.
- Well organized, attentive to detail, budget, deadline, strategy, and goals.

## Technical Expertise

**Graphic Design and Production** – All phases from concept through delivery. Excellent computer, art direction and project management skills, solid knowledge of pre-press, print and digital production.

**Illustration** – Versatile, working in several styles – by hand and electronically. Strong Photoshop skills for image manipulation, color correction and retouching.

**Software Expertise** – InDesign, Illustrator, Photoshop, Bridge, Dreamweaver, Acrobat, QuarkXPress, Word, Publisher, PowerPoint, Excel.

## Professional Experience

**Scott Keidong's Image Enterprises**, Schoharie, NY 1984 – Present

**Self-Employed Graphic Artist** – Creative communications services including conceptual development, graphic design, art direction, copywriting, layout, pre-press and production, illustration, project management, editing, and photography.

**Clients:** 1 Click Media (web design and marketing), Columbia County Chamber of Commerce, Flanagan's Publishing Services, Howard Schaffer Media Marketing, Imaginer Communications, Kinderhook Bank, MESA Technical Associates (power industry engineers), Nature's Formulary (personal care products), PESCO (power and environmental services), Research Foundation of SUNY, Schoharie County Planning and Development, Thomson Delmar Learning (publisher).

**Empire Education Corporation**, Albany, NY December 2013 – July 2014

**Graphic Designer** – Full-time temporary position – Design, copywriting and production of advertising, web and social media graphics, collateral, direct mail, and signage for Mildred Elley career colleges. Managed scheduling for multiple projects, prepared purchase and insertion orders, and handled submission of materials to publications and vendors.

**Allegra Print & Imaging**, Schenectady, NY April 2012 – December 2013

**Freelance** – Digital pre-press, production and graphic design for fast paced print shop.

**State University of New York at Cobleskill**, Cobleskill, NY August 2011 – June 2013

**Graphic Arts Adjunct Instructor** – Introduction to Digital Media.

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## Professional Experience (CONTINUED)

**Fairbrother & Company** (ad agency), Chatham, NY August 2003 – May 2011

**Art Director and Production Manager** – Graphic design, illustration, photography, art direction, and production of print, branding, web, signage, exhibit, and presentation projects. Production management of all print projects, managed ad insertions, wrote print job specs and requests for quotes, worked with vendors submitting materials and proofing to ensure on-time delivery of quality jobs.

**Accounts:** The Albany Academies, Blue (restaurant), Chernoff Diamond (benefits advisors), Columbia County Chamber of Commerce, Columbia County Tourism Dept., First New York Federal Credit Union, Fulton-Montgomery Community College, Greylock Federal Credit Union, Hudson Valley Community College, Kinderhook Bank, Magoo's (restaurant), Multiple Myeloma Research Foundation, New York State Library.

**Partners Meany/Beckman Meany/Beckman Associates** (ad agency), Albany, NY 1990 – 1995

**Freelance Graphic Artist** – Graphic design, production and illustration for advertising and printed materials.

**Accounts:** American Beverage Institute, Columbia Federal Savings Bank, F&B (food & beverage industry magazine), First Vermont Bank, Freihofer Baking Company, GE Silicones, Heublein Spirits, Miller Brewing Company, Smirnoff, Sugarbush Resort.

**Rob Thacker & Associates Advertising**, Princeton, NJ 1985 – 1989

**Associate Art Director** – Graphic design, art direction, illustration, photography, and print production.

**Accounts:** Comtech/TMLC (computer training center), EasiLease (auto leasing), Forest Jewelers, Lambertville Station (restaurant and inn), Landau (retail and mail order clothing), Paul Fredrick Shirt Company, Stephen M. Segal Realtors, Thoughts In Bloom (florist).

**Lewis Brothers Ceramics**, Trenton, NJ 1982 – 1984

**Graphic Designer** – Graphic design, illustration and mechanical artwork for silkscreened ceramic products.

## Education

**BA in Advertising Design** 1982

**Trenton State College**, Ewing, NJ – Graduated Magna Cum Laude.

**International Education Program** 1980

Exchange student at **LaTrobe University** and **Preston Institute of Technology**, Melbourne, Australia.