

KEITH TRAVERS

CONTACT



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PROFESSIONAL GROWTH

SHARK|NINJA AIM MANAGEMENT TRAINING
(6 WEEK CLASS)

SKILLS

- ADOBE ILLUSTRATOR
- ADOBE PHOTOSHOP
- ADOBE INDESIGN
- ADOBE AFTER EFFECTS
- ADOBE PREMIER
- ADOBE XD
- FIGMA
- SKETCH
- HTML5 WEB BANNER ANIMATION
- KEYNOTE
- POWERPOINT
- MICROSOFT SUITE
- LAYOUT
- MECHANICALS
- PRE-PRESS
- ANIMATION
- MOTION GRAPHICS
- PRINT PRODUCTION
- TRADE SHOW BOOTH DESIGN
- IMAGE PURCHASING
- IMAGE RETOUCHING
- EMAIL DEPLOYMENT/DESIGN

EDUCATION

ANIMATION MAJOR
NEW ENGLAND INSTITUTE OF ART
2009 - 2012

ACTIVITIES AND SOCIETIES:
ALPHA BETA KAPPA

APRIL 2022 -
PRESENT

THOMPSON | HABIB | DENISON INC

DIGITAL PRODUCTION ARTIST

- Resize and animate photoshop files for HTML 5 web banners
- Resize and animate files for platforms such as instagram, facebook, tiktok
- Take existing creative and resize it for desktop and mobile emails
- Work with the art teams to ensure all work maintains client brand standards
- Retouch and edit images from photoshoots
- Assist on client pitches with deck design and image mockups
- Maintain asset libraries

AUGUST 2020 -
APRIL 2022

SHARK|NINJA

SENIOR PRODUCTION ARTIST

- Resize static banners for web use
- Work with the art teams to ensure all work maintains client brand standards
- Retouch and edit images from photoshoots
- Work with print houses to ensure colors and images are correct to original art
- Ensure files are print ready and industry standard before sending to print houses
- Layout projects and create final mechanicals

JUNE 2020 -
AUGUST 2020

PUMA

FREELANCE, PRODUCTION SERVICES

- Animate social/web motion graphics
- Animate web banners
- Resize static banners for web use
- Work with the art teams to ensure all work maintains clients brand standards
- Take existing creative and resize it for web banners, print, or emails
- Retouch and edit images from photoshoots

APRIL 2018 -
JUNE 2020

ALLEN & GERRITSEN

MANAGER, CREATIVE SERVICES

- Manage two studio artists and their workload
- Manage department budget and order supplies for creative department use
- Purchase all images/fonts for creative teams
- Work with print houses during large print productions to ensure colors and images are correct to original art
- Go on press checks when required by project
- Ensure files are print ready and industry standard before sending to print houses
- Assist on client pitches with deck design and printable leave behinds
- Animate all web banners across all clients
- Animate all social/web motion graphics across clients
- Work with the art teams to ensure all work maintains clients brand standards
- Work with art teams to layout varying sizes of projects and create final mechanicals
- Maintain asset libraries

JULY 2016 -
APRIL 2018

ALLEN & GERRITSEN

DIGITAL STUDIO ARTIST

- Take existing creative and resize it for web banners, print, or emails
- Animate all web banners across all clients
- Animate all social/web motion graphics across clients
- Ensure files are print ready and industry standard before sending to print houses
- Assist on client pitches with deck design and printable leave behinds
- Work with the art teams to ensure all work maintains clients brand standards
- Work with art teams to layout varying sizes of projects and create final mechanicals
- Maintain asset libraries

MARCH 2013 -
JULY 2016

MMB

JR. DIGITAL PRODUCTION ARTIST