

Keith Tyrrell

615/681/4487

OBJECTIVES

- use my 19 years of experience/skills to engage & excite the audience
- use my advanced skills in graphic design & creativity to produce a unique & quality product
- expand my knowledge and skill-set

EDUCATION

University of Memphis-BFA in Graphic Design with a minor in Marketing, cum laude.

Silver Addy
Local/Regional
Packaging
(2002)

LifeWay Graphic Design Awards
Best Packaging
(2002)

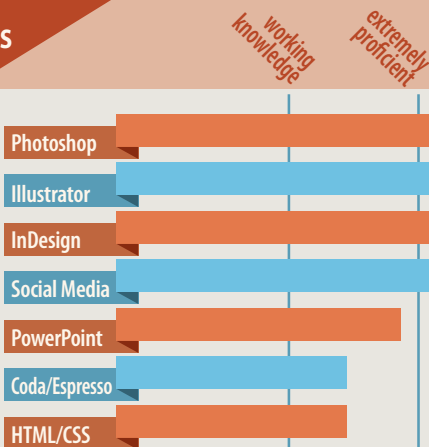
Notable Achievements

PICA AWARD
Special Judges Award
Presentation Kit
(2008)

PICA AWARD
Special Judges Award
Die-cutting
(2008)

Relevant Skills

- typography
- packaging
- magazine design
- catalog design
- branding
- art direction
- set building
- meet deadlines
- staying on budget
- web design
- digital
- social media



Ability to learn programs by jumping into them. Team person that excels at meeting deadlines & staying on budget.

I have a passion for all things web

I have a passion for all things digital: ebooks, apps

highest blogger on the LifeWay VBS blog for the year (60,000+ views)

Employment

LifeWay Christian Resources, Nashville, TN Graphic Designer/Art Director, 1997-Present

I'm currently working on The Gospel Project for Kids (TGP) and Vacation Bible School (VBS) team in the LifeWay Kids Department. TGP is a quarter product and VBS is a yearly product that includes several student pieces, teaching guides and teaching packs. I also design the VBS promotional products and their packaging. In addition to my design responsibilities, I as design and take care of several of the LifeWay Kids apps (iOS & Android).

My responsibilities include creating and developing branding guidelines for each year's VBS theme and each TGP quarter, as well as designing layout and art solutions for print, and multimedia that conform to the approved specifications and reflect current design trends while maintaining the budget and the due dates. I also use my skills to inform and persuade a target audience by controlling color, type, illustrations and photography. I am responsible for selecting, enlisting and contracting with outsourced illustrators and photographers as well as receive, evaluate and correct graphics (illustrations and photography).

Nossi College of Art, Nashville, TN

Instructor, 2006-2008

I taught Advanced Projects in Graphic Design and the Packaging class in Nossi's Bachelor of Graphic Arts Program.

Freelance Clients

Shakr Design, Hendersonville, TN

Help designing some ICA (Informatics Corporation of America) brochures, info pages, etc.

KJB Security, Nashville, TN

I design trade show booths, web & email banners, as well as YouTube, Twitter, and Facebook backgrounds/headers. I also designed the logo and the packaging for Drive Proof.

Harman Refrigeration HVAC, Bartlett, TN

I designed the logo for Harman Refrigeration HVAC.

Liz Davis ReMax, Nashville, TN

I designed the logo for Liz Davis, ReMax agent in Nashville.