

KEITH SOMERS

DESIGNER | MARKETER | EDUCATOR

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PROFILE SUMMARY

A creative and driven professional with expertise in design and marketing, adept at managing and designing a wide range of assets, including: web design, email, UI/UX prototyping, print materials, and social media digital campaigns. Demonstrated a consistent track record of effectively leading and managing teams consisting of designers, copywriters, and front-end developers. Extensive skills at overseeing design projects and campaigns for various brands and marketing channels. Highly focused on thorough and detailed communication, as well as strong interpersonal skills that facilitate effective collaboration with cross-functional teams. Bringing a full scope of experience to the creative process, managing every stage from conceptualization to final deliverables, while consistently meeting deadlines and the objectives of stakeholders.

CORE COMPETENCIES

Teamwork | Leadership | Continuous Improvement | Lean Methodology | Communication Skills | Canvas Course Management | College Syllabus Creation | Design Thinking | HTML | CSS | UI/UX Prototyping | Project Management | Marketing Strategy | Adobe Creative Suite | Microsoft Office Suite | Google Analytics | Miro | Trello | Kanban Board | Customer Journey Mapping | Mentor | Collaborator | College Professor | Brand Manager | Process and Workflow Analysis

KEY ACCOMPLISHMENTS

- Led and directed design team and front-end developers to build a custom quoter application for book publishing. Coordinated project scope with .NET development team and Marketing. Worked side by side with them to execute final product. End result increased lead conversion by 15% and ultimately streamlined user experience and led to more sales through the website.
- Managed the entire redesign and update of the BookBaby website and home page. Established goals and guided a team of designers, copywriters and developers. Gathered sales team feedback, customer feedback and objectives of stakeholders. Met on a daily basis for project updates and progress. Established, style guide, photography, icons, lead generators and SEO rich content.
- Performed numerous customer interviews in coordination with Sales team. The goal was to establish sticking points on the website and get real time feedback. Ultimately comments were gathered and incorporated into improving the on line product and experience.
- Trained and mentored creative staff to prototype and learn the principles of UI/UX design. This was extremely helpful to quickly create proofs for the Development team.
- Created company customer email journey. Managed and led a team of designers and copywriters. We mapped out how the customer interacts with the business. Starting with the first touch point to lead conversion. Goals were to increase the conversion rates and move prospects down the funnel. Project scope involved numerous wire frames, mapping in Miro, prototyping, final design and then HTML coding and execution.

PROFESSIONAL EXPERIENCE

DIY MEDIA GROUP, PENNSAUKEN, NJ [3/1998 – 8/2023]

Creative Director

- Manage and design, web, email and print assets
- Responsible for overseeing multiple company brands
- Experience managing and leading a team of designers
- Create and lead design campaigns for numerous brands and channels in marketing
- Solid portfolio which demonstrates years of knowledge and abilities in marketing design and branding
- Thorough and detailed communication skills
- Strong interpersonal skills and collaboration working with teams
- Full scope of experience in the creative process from concept to final deliverables
- Strategic design thinking with attention to detail
- UI / UX experience working with developers

TEMPLE UNIVERSITY, PHILADELPHIA, PA [9/2008 – PRESENT]

Adjunct Design Professor

- Teach junior and senior level design classes
- Direct projects on both print and interactive assets
- Mentor and advise on real-world projects and experiences
- Cover all phases of design process from concept to final executed piece
- Preparation and execution for final portfolio projects for graduation
- Demonstrate Adobe Creative software with exercises and hands-on help

ROWAN UNIVERSITY, GLASSBORO, NJ [9/2023 – PRESENT]

Adjunct Design Professor

- Teach freshman level foundation digital media and techniques class
- Develop projects for students to learn software basics
- Mentor and advise on real-world projects and experiences
- Cover all phases of design process from concept to final executed piece
- Preparation for next level design classes
- Demonstrate Adobe Creative software with exercises and hands-on help

EDUCATION, SKILLS + EXPERIENCE

TYLER SCHOOL OF ART, TEMPLE UNIVERSITY, PHILADELPHIA, PA

BFA of Graphic and Interactive Design

Creative Management | Design Thinking | Mind Mapping | Adobe Creative Suite | Canvas | Eclipse | Trello | Evernote
| Art Direction | Product Photography | Catalog design and printing | Video project management | Storyboarding |
Large signage printing | Building signage | Figma | Trade show design | Wire frames | Proto-typing | Miro | HTML
Email design and code | SEO implementation | Google analytics and A/B testing | Copy editing