

Andrea

530.400.2445

aaakeaveney@ucdavis.edu

andrea-murphy-keaveney.com

Andrea Murphy Keaveney

ændriə mɜrʃi keivəni

noun

Visual Designer/Web Designer/Story Teller

adjective

Creative, whimsical, enthusiastic

Dissatisfied with complacency, truly passionate and fascinated with story telling through beautiful, and inspirational visual and written content. I love the challenge of solving problems, and answering the questions that design presents. I connect humans with pixels through imagery, layout, font choice, illustration and concept – from painting an illustration on paper to coding the perfect HTML and CSS – I truly love the evolving nature of design and the way that people interact with the things they look at, read, learn, explore – the things they love.

Education

B. A. Degree Design

UC Davis, June 2012

A. A. Degree Applied Art & Design

Sierra College, June 2009

Experience

Lead Concierge Digital & Web Designer

2017 – present

avb marketing

Establishes and manages cohesive brand identity and brand voice through visual design. Connects with clients to tell their story through website presence, digital ads, emails, and social media. Creates campaigns to engage and connect people with the member brand. Art directs 10+ designers to maintain cohesion and develop creativity. Designs digital creative assets, web mockups and print collateral. Codes responsive website designs. Researches and keeps up-to-date with latest trends in design, marketing and code.

Knowledge

Photoshop

Illustrator

Dreamweaver

XD

InDesign

After Effects

Final Cut Pro

HTML/CSS

jquery/javascript

Social Media & Web Designer

2013 – 2017

Sub Sea Systems

Created innovative web designs through research, layout, coding, content creation, graphic art and photo editing. Managed all social media – strategy, weekly themes, content writing and image/graphic design. Engaged users in social media with intriguing inbound content creation. Maintained current trends. Created print designs for advertising and sales tools. Assisted in research and development. Edited video to create fun or informational promos.

Marketing Assistant

2011 – 2012

ASUCD Unitrans

Assistant Designer and Marketing strategist in charge of social media projects and flier, poster, and print communication design. Developed social media marketing strategies.

Kidzart

2007 – 2014

Designer/Illustrator/Instructor

Designed curriculum art and guides. Designed fliers for program ads. Used artistic knowledge to teach kids artistic skills. Maintained control and interest of 20+ children. Organized weekly projects for multiple locations and classes