

ALICEJE KEYBURN

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Please Ask For References

PROFESSIONAL SUMMARY:

14+ years of experience driving art direction, visual identity, and integrated campaigns across the motorsports, action sports, and lifestyle categories. Strong expertise in Adobe Creative Suite (Photoshop, InDesign, Illustrator) with a proven ability to manage multiple projects, tight deadlines, and multi-brand portfolios. Experienced across digital and print platforms, including animated digital banners, websites, catalogs, apparel, vehicle wraps, booth displays, and dealer marketing materials. Known for collaborating closely with marketing, product, sales, and leadership teams, working hands-on at trade shows and events, and delivering high-impact creative with minimal oversight. Continuously focused on evolving design and technology skills to elevate brand consistency, visual storytelling, sales support, and brand awareness.

EXPERIENCE:

Yamaha Financial Services:
Senior Graphic/Media Designer
October 2022 - Current

Lead art direction and visual execution across digital, print, video, and internal brand initiatives, ensuring brand consistency, visual quality, and accuracy to marketing briefs. Conceptualize and deliver creative solutions and campaign assets supporting program launches, promotions, dealer marketing materials, events, and internal communications for U.S. business and global support. Collaborate cross-functionally with marketing, finance, PR, sales, and global teams to align creative direction with business goals and brand strategy, while maintaining and evolving brand systems, templates, and guidelines across multiple creative touchpoints. Manage multiple concurrent projects in a fast paced, deadline driven environment with minimal oversight, providing creative leadership, clear direction, and constructive feedback that elevates overall creative quality and consistency.

Race Winning Brands:
Senior Graphic Designer
July 2018 - 2022

Lead design and art direction for 20+ automotive and powersports brands—including JE Pistons, Wiseco, and Rekluse—ensuring brand consistency across all creative touchpoints. Concept and execute seasonal campaigns, print catalogs, advertising, digital assets, trade materials, and consumer collateral aligned with go-to-market objectives. Collaborate with brand managers, sales teams, copywriters, and vendors to translate briefs into effective visual storytelling. Mentor a junior designer and oversee project workload and priorities, managing multiple projects in a fast-paced, deadline-driven environment while maintaining high standards of craft and accuracy.

Yamaha Motor Corp.:
Graphic Designer/ Marketing Operations Specialist
April 2017 - July 2018

Support Yamaha Motor Corporation and Yamaha Financial Services by delivering operationally focused creative and digital support across print, digital, retail, and dealer-facing initiatives, ensuring brand consistency and accuracy. Execute digital advertising and email marketing campaigns using HubSpot and partner with third-party vendors and internal teams to support the launch and maintenance of the Yamaha Financial Services website, managing high-volume workflows with strong attention to detail in a fast-paced environment.

Motorsport Aftermarket Group:
Lead Graphic Designer
April 2013 - March 2017

Delivered creative support across motorcycle and off-road brands, including Mustang Motorcycle Seats, DragonFire Racing, and Kuryakyn, contributing to brand development, campaign execution, and visual consistency across digital ads, email campaigns, print, and dealer marketing channels. Collaborated with marketing and sales teams to design consumer collateral, promotional assets, and trade show materials, while supporting photoshoots and image production.

EDUCATION:

The Art Institute Of California - Orange County
Bachelor of Science Degree in Graphic Design

Golden West College
Associate in Arts Degree

