

ALICEJE KEYBURN

GRAPHIC DESIGN/MARKETING

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For References Please Ask

KNOWLEDGE: Strong knowledge of Adobe Creative Suite, including Photoshop, InDesign, and Illustrator. I have years of experience coordinating and managing multiple projects and tight deadlines across multiple brands. Proven work experience across multiple platforms both digital and print, from creating animated digital banners and designing websites to full print catalogs, apparel, vehicle wraps, booth displays and more. I enjoy getting out from behind the computer and working alongside sales at trade shows and events. I strive to continue my knowledge and skill set both within my industry as well as design/ technology to not only stay competitive, but bring fresh ideas to push/elevate sales and brand awareness.

EXPERIENCE: **Race Winning Brands:**
Senior Graphic Designer
July 2018 - Present

Responsible for design for over 20+ brands under the RWB umbrella. I work closely with the brand managers, sales team, outside vendors etc. to create and coordinate both digital and printed materials for both the automotive and powersports divisions.

Yamaha Financial Services:
Marketing Coordinator
May 2018 - July 2018

Worked with Yamaha's Extended Services (Y.E.S.) and GAP teams to further expand their programs through both dealer relations and consumer education. Created campaigns and materials to support dealers, shows, events, races etc.

Yamaha Motor Corp. USA:
Graphic Designer
April 2017 - May 2018

Responsible for creating and upholding the Yamaha branding across multiple platforms and materials including flyers, posters, large format banners, inside sales materials, race support graphics, truck wraps, booth displays and more.

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

Worked with various motorsport brands such as DragonFire Racing, Malcolm Smith Racing Hard Parts Collection, Mustang Motorcycle Seats, Revere Seats etc. to create various marketing materials as well as social media, press releases and e-mail blasts. I traveled to both coordinate and shoot photos & videos as well as worked with larger production teams to coordinate full campaign photoshoots.

Vision Design Studios:
Graphic Design Intern
February 2013 - April 2013

Responsible for production work, flyers, pdf forms, photo color correction, clipping, working with Copywriters/Art Director and clients.

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

Golden West College
Associate in Arts Degree

