

TRACY KECK III

269.362.1100
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Dynamic, dedicated individual who has a proven track record of meeting deadlines and delivering solutions that meet the organization's goals. Driven by the idea of doing more. Promoted to a position of increased responsibilities because of passion for the craft, and leadership abilities. Seeking a position that is searching for a team member who values teamwork and is driven by success.

education

KENDALL COLLEGE OF ART AND DESIGN *grand rapids, mi*

BFA / graphic design

graduation date / 05.2011

emphasis / advertising design

experience

WHIRLPOOL CORPORATION *benton harbor, mi*

dates / 03.2020 - current

title / art director

responsibilities / responsible for the development and design of shopper marketing materials for whirlpool corporation including whirlpool, maytag, kitchenaid, and jennair.

NEWELL BRANDS *kalamazoo, mi*

dates / 01.2019 - 03.2020

title / graphic designer

responsibilities / responsible for package design and production process for brands such as ball, rubbermaid, sharpie, graco, xacto, crockpot and other brands in the newell portfolio.

AISLE ROCKET STUDIOS *st. joseph, mi*

dates / 02.2018 - 01/2019

title / senior art director

responsibilities / responsible for the development and design of local and national promotional campaigns for whirlpool corporation including whirlpool, maytag, kitchenaid, and jennair, as well as lead a team of 3 other designers, acting as a mentor and providing technical and ideological guidance.

AISLE ROCKET STUDIOS *st. joseph, mi*

dates / 03.2014 - 02.2018

title / art director

responsibilities / responsible for the development and design of local and national promotional campaigns for whirlpool corporation including whirlpool, maytag, kitchenaid, and jennair.

professional skill

XD / ●●●○○

ILLUSTRATOR / ●●●●○

PHOTOSHOP / ●●●●●

LIGHTROOM / ●●●●○

INDESIGN / ●●●●○

MS OFFICE / ●●●○○

personal skill

CREATIVITY / ●●●●●

ORGANIZATION / ●●●○○

COMMUNICATION / ●●●●○

TEAM PLAYER / ●●●●○

SOCIALIZING / ●●●●●

about me

why did i choose graphic design as a professional career? i was 10 years old when my father first purchased photoshop for me. i began to teach myself the tools that the program had to offer, by utilizing online tutorials. at the age of 15 i began a dual enrollment program in high school, at a local university. after gaining college credits in high school, i then chose kendall as my next step in gaining design knowledge.

after receiving my bachelors degree from kendall i set out on a journey to create the best work i possibly could. i decided to use my immense passion for design and creativity to drive me through my career.

HELLO! :))

