

ERIN O'KEEFE

GRAPHIC DESIGNER

📍 Minneapolis, MN

📧 <https://enokeefe17.myportfolio.com>

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ABOUT

Experienced Graphic Designer specializing in branding, visual communications, and environmental design. Combines creative problem solving with strong design execution to develop impactful visual solutions that strengthen brand identity and connect with audiences. Proven ability to manage projects from concept through production while delivering high-quality, detail-oriented work.

EDUCATION

Bachelor's Degree (BA) Graphic Design

2019 - 2023

AUGSBURG UNIVERSITY

- Dean's List - 3.8 GPA
- Senior Exhibition
- Design & Agency levels 1-4

2018 - 2019

WINONA STATE UNIVERSITY

- I-Design Program
- Marketing and Business

2013 - 2015

ROCHESTER COMMUNITY AND TECHNICAL COLLEGE

- General Education

2009 - 2013

LOURDES HIGH SCHOOL

WORK EXPERIENCE

KING SIGNS

JUNE 2024 - PRESENT

Graphic Designer

- Designed large format graphics including murals, vehicle wraps, and signage for diverse clients, ensuring accuracy from concept through final installation.
- Partnered with clients to develop brand aligned design concepts, resulting in visually impactful and production ready deliverables.
- Developed detailed mock-ups and prototypes, guiding clients through revisions to ensure final designs meet expectations.
- Applied scaling to ensure accurate translation of digital designs to large physical formats.
- Oversaw hands on production tasks, including cutting, weeding, and masking graphics for installation readiness.
- Recommended suitable materials (e.g., vinyl, acrylic, metal) based on project needs, location, and budget, ensuring designs translate effectively from screen to real world application.

FREELANCE DESIGNER

DEC 2023 - JUNE 2024

Designer

- Designed and organized client spaces to achieve a balance between functionality and aesthetics.
- Specialized in decluttering and space planning.
- Collaborated with other freelancers on miscellaneous design projects such as invitations, signage, and social media layouts.

SKILLS

- Typography, Color Theory, and Layout Design
- Branding and Identity Design
- Digital and Print
- Custom Graphics and Illustrations
- Custom Sign Fabrication
- Knowledge of different materials, such as, acrylic, metal, foam, vinyl, and wood.
- Photography/Photo Editing and Photo Manipulation
- Multitasker and Deadline-Driven
- Experience in MAC and PC

SOFTWARE

- Adobe Creative Suite (Illustrator, InDesign, Photoshop, Lightroom, Acrobat)
- Apple Pages/Microsoft Office
- Aftershoot
- Procreate
- Canva

KEMMETMULLER PHOTOGRAPHY

AUG 2023 - DEC 2023

Graphic Designer/Editor - Seasonal Position

- Efficiently processed large batches of photos using Lightroom, Photoshop, and Aftershoot, boosting productivity and client volume.
- Detailed retouching resulting in enhanced images.
- Successfully met the high demands of a fast paced studio with multiple projects and deadlines while maintaining consistent quality standards.

DESIGN AND AGENCY

SEP 2021 - JUNE 2023

Graphic Designer - Internship

- Worked with Augsburg Community Garden and the graphic team to design a visual identity through branding and helped communicate the use and meaning of the space.
- Worked with clients to define requirements, create proposals, establish deliverables, and make revisions.
- Conducted in-depth research and surveys to ensure it represented the gardeners and their needs.
- Helped to create signage, wayfinding, mapping, mood boards, and style guides.
- Used Adobe software to develop new images and create design work for production.