

Lawrence Keach

3103 Winchester Dr. • Bloomington, IL 61704

309.830.9325

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Work

Experience:



Insty-Prints - Champaign, IL • 2002 - present

Graphic Design

- logo and layout design for customers and in-house marketing
- fix or improve customer layouts to meet production specifications
- purchase, maintain, & upgrade all graphics hardware and software
- oversee digital print production and maintenance of full color Xerox Copier (C75)
- operate and maintain AB Dick Digital Offset Plate Maker
- train and supervise other graphic designers

Sales & Customer Service

- work with customers in person, by phone, & e-mail
- provide prompt and accurate price quotes for print jobs
- advise customers & answer questions about print orders
- place outsourced orders with various vendors (specialty & wholesale printers)
- assess best print production & manage deadlines



Freelance Graphic Design 2005 - present

- logo design
- t-shirts • menus • signs & banners
- websites • illustration
- audio CD production & cover art



Den Graphix - LeRoy, IL • 2002 - 2005

- graphic design for custom screen print shirts
- screen printing



Norwood Promotional Products - East Peoria, IL • 1995 - 2001

art dept. manager - technical artist - network administrator

Graphic Design / Pre-Press

- computer prep of ad artwork for various printing methods (logo redraw, font matching, trapping, etc.)
- color balance for 4 color process jobs
- run full color heat transfer prints on Canon laser printers
- color separated film production
- troubleshoot & fix computer crashes and network / server failures

Art Department Manager

- art direction
- communicate priorities, goals, and standards of the art department
- delegate responsibilities & head workgroup teams
- hire new employees & give performance reviews
- coordinate procedures with outside sources & other department supervisors to improve productivity and quality

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Software Experience:



- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- Adobe Acrobat Pro
- Adobe Dreamweaver
- Word Press
- PrintSmith (print pricing software)
- Microsoft Word
- Microsoft Publisher
- Microsoft Excel
- Microsoft Powerpoint
- Outlook E-mail

Education & Achievements:



Art Pop Billboard Winner - Peoria, IL

- 2015 - artwork selected to be presented as a billboard by Adams Outdoor Advertising in cooperation with ArtsPartners of Central IL



Heartland Community College - Bloomington, IL

- Fall 2003 - completed a course in web page development



Bradley University - Peoria, IL

Bachelor of Science degree with a major in graphic design & printmaking

- class of 1996 Summa Cum Laude graduate - 3.85 G.P.A.
- served one year on the C.F.A. Student's Advisory Board to the Dean
- awarded 3rd prize at the 1996 Bradley Undergraduate Exhibit
- recipient of the Helen Foster Scholarship