

KEITH WARTHER

SENIOR GRAPHIC DESIGNER

Senior graphic designer with **20+ years of experience** across brand identity, digital campaigns, editorial design, and packaging for Zacks, Whole Foods Market, and Kidde. Owned projects from concept through production, translated complex information into clear visual communication, and partnered with copywriters, developers, and clients. Combined hands-on design, brand stewardship, and team leadership to deliver consistent work across print and digital channels.

BRAND • DESIGN • DIGITAL • PRINT



CONTACT

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CORE SKILLS

■ Brand Identity & Visual Systems
■ Digital & Social Media Design
■ Print & Publication Layout
■ Packaging & Product Design
■ Email & Web Design
■ Typography & Iconography
■ Photo Editing & Retouching
■ Large Format & Signage
■ Project Management

TOOLS

■ Ai Adobe Illustrator
■ Ps Adobe Photoshop
■ Id Adobe InDesign
■ Ae After Effects
■ Lr Lightroom
■ F Figma
■ W WordPress
■ PD PIM/DAM Systems
■ M Microsoft Office

EXPERIENCE

ZACKS PROFESSIONAL SERVICES SENIOR GRAPHIC DESIGNER

Feb 2022 - Aug 2026
Greater Chicago Area

- Designed integrated landing pages, email campaigns, and social media assets.
- Partnered with copywriters and developers to deliver cohesive brand experiences.
- Translated complex financial information into clear user guides and visual assets.
- Owned design execution as the sole designer for a financial research company.

COURIER NEWSROOM GRAPHIC DESIGNER

Aug 2021 - Jan 2022
New York, NY

- Created social-first visuals for daily and long-lead editorial stories.
- Used performance insights to refine digital content and visual communication.
- Maintained distinct brand identities across three editorial properties.
- Managed concepts from ideation through final delivery on deadline.

KIDDE VISUAL DESIGNER

Mar 2020 - Aug 2021
Mebane, NC

- Developed packaging, logos, and marketing collateral within brand standards.
- Owned design projects from initial concepts through final production.
- Maintained product information (PIM) and digital asset management (DAM) tools.

TRIANGLE MEDIA PARTNERS SENIOR GRAPHIC DESIGNER

Feb 2019 - Mar 2020
Chapel Hill, NC

- Designed editorial layouts, annuals, digital advertising, and web assets.
- Partnered directly with clients and managed multiple concurrent projects.
- Produced event signage for Taste, Sip+Savor, and Wellfest.

WHOLE FOODS MARKET GRAPHIC DESIGNER

Jul 2013 - Jul 2018
Durham, NC

- Designed in-store signage and marketing collateral within brand standards.
- Led artist teams through store openings and remodels.
- Maintained consistent brand execution across print and digital channels.

EDUCATION

■ Trident Technical College
Associate of Arts
Commercial Graphic Design
2001-2003

AWARDS & RECOGNITION

🏆 Employee of the Month (3x)
★ T.I.M.E. Leadership
🏅 2nd Place, Green Trek