

COURTNEY BETH KELLER

DESIGN DIRECTOR • ART DIRECTOR • SURFACE PATTERN DESIGNER

PROFESSIONAL SUMMARY

Creative leader with 20+ years of experience directing multidisciplinary teams and producing emotionally resonant design across print, digital, and brand campaigns. Adept at building scalable systems, mentoring creatives, and collaborating cross-functionally to drive engagement and brand consistency. Passionate about mission-driven work—especially in health, wellness, and storytelling that empowers transformation. With hands-on experience designing surface patterns for textiles, developing apparel graphics, and creating lifestyle packaging for wellness and home-focused brands, I bring a refined, trend-aware approach to creative direction across digital and physical touchpoints.

CORE STRENGTHS

- ▷ **Leadership & Strategy:** Creative Direction, Brand Systems, Campaign Planning, Team Mentorship, Stakeholder Alignment, Cross-functional Collaboration, Design Ops
- ▷ **Design & Execution:** Adobe Creative Suite, Design Systems, Art Direction, Packaging, UX/UI, Web & Email Design
- ▷ **Production & Process:** Dielines, Press Checks, Specialty Printing, SEO-aware Content, Project Management, Workflow Optimization
- ▷ **Tools & Platforms:** PageDNA, Shopify, Printful, Pixieset, Wix, Adobe Creative Suite, familiar with Klaviyo logic/workflows and with basic motion tools

SELECTED ACCOMPLISHMENTS

- ▷ Directed and executed multi-platform campaigns—including packaging, performance marketing, and eCommerce design—ensuring brand consistency and strategic alignment.
- ▷ Built brand systems for wellness and sustainability clients, integrating strategy with design execution and managing client relationships end-to-end.
- ▷ Presented pattern work at SURTEX with Finch & Foxglove, gaining insight into licensing and commercial art markets.
- ▷ Mentored freelancers and developers, fostering a culture of curiosity, feedback, and design excellence.

EDUCATION

BFA, KANSAS CITY ART INSTITUTE

HIGHLIGHTED EXPERIENCE

LEAD DESIGNER & CREATIVE DIRECTOR – 970 CREATIVE
Contract-based | 2018–Present

- ▷ Led creative strategy and design execution across B2B and B2C projects—from concept to final production—for wellness, retail, and tech clients.
- ▷ Built scalable print and digital systems, aligning user experience with business goals through bilingual templates, branded portals, and eCommerce solutions.
- ▷ Served as primary client liaison on high-stakes projects, earning consistent praise in public reviews for clarity, care, and quality of deliverables.
- ▷ Managed project timelines, capacity, and resource allocation across internal and client teams, balancing design excellence with operational efficiency.

CREATIVE DIRECTOR

Top Daily Publisher in the Energy & Environmental Sectors (FC, CO)
2022–2024 (Contract)

- ▷ Led all digital brand initiatives including seasonal campaigns, eBooks, and multi-channel marketing strategies.
- ▷ Translated brand identity into systematized designs across web, email, and social.
- ▷ Developed fast-turn templates and creative toolkits that increased efficiency and visual consistency.

GRAPHIC DESIGNER / DIRECTOR OF PRODUCTION

Top Daily Publisher in the Energy & Environmental Sectors,
Fort Collins, Colorado | 2014–2021 (Contract)

- ▷ Managed production pipelines, asset libraries, and templated workflows supporting both brand and editorial teams.
- ▷ Built repeatable systems for media kits, event branding, and marketing deliverables used by global sponsors.
- ▷ Winner of two gold medals for publication design and illustration.