

COURTNEY BETH KELLER

SENIOR DESIGNER | BOOK COVER & BRAND DESIGN | VISUAL STORYTELLER
970CREATIVE.COM/SIMON-SCHUSTER-PORTFOLIO

PROFESSIONAL SUMMARY

Multidisciplinary designer with deep experience in cover design, branding, and high-volume print production. Award-winning book designer (Gold Medal, IPPY & Nebraska Center for the Book) with a background in both literary and nonfiction markets. Skilled in visual storytelling, typography, and concept development, with a sharp eye for genre trends and reader appeal. Equally comfortable leading creative strategy or delivering press-ready mechanicals for 150+ titles per year.

EDUCATION

BFA, KANSAS CITY ART INSTITUTE

CORE STRENGTHS

- ▷ Book cover design & editorial layout
- ▷ Genre-aware visual storytelling
- ▷ Print-ready mechanicals and production prep
- ▷ Typography, illustration, and art direction
- ▷ Adobe CC (InDesign, Photoshop, Illustrator)
- ▷ Strong collaborator with editorial and marketing teams

SELECTED ACCOMPLISHMENTS

- ▷ Feisty Righty cover design – IPPY & Nebraska Center for the Book, Gold Medals
- ▷ Designed original covers and branding for books, eBooks, pitch decks, and series proposals
- ▷ Built mechanicals and design systems supporting 150+ print/digital assets annually
- ▷ Created bilingual UX and variable data templates for educational and editorial clients
- ▷ Directed creative for award-winning media publications and environmental content

HIGHLIGHTED EXPERIENCE

IMPLEMENTATION MANAGER & CREATIVE SYSTEMS DESIGNER

Leading Print Fulfillment & E-Commerce Platform

2018–Present (Contract)

- ▷ Built dynamic print templates and bilingual marketing assets; collaborated across teams to deliver accurate, high-volume mechanicals and launch materials.

CREATIVE DIRECTOR

Top Daily Publisher in the Energy & Environmental Sectors

2022–2024 (Contract)

- ▷ Oversee full-spectrum creative strategy, leading execution of ads, eBooks, presentations, and awards programs.
- ▷ Translate editorial goals into modular, systematized content structures with visual clarity and engagement.
- ▷ Led concept development and execution for cover design, print collateral, and digital editorial branding
- ▷ Designed book-style awards guides; created visual systems across formats
- ▷ Directed photo selection, typography, and layout for content with global sponsors and authors

GRAPHIC DESIGNER / DIRECTOR OF PRODUCTION

Same Organization

2014–2021 (Contract)

- ▷ Managed layout and production of editorial reports and magazine-style content
- ▷ Designed long-form publications and campaign visuals across platforms
- ▷ 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.