



David Omar Keen / Creative
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I am an experienced creative with a strong sense of leadership and a proven work ethic that help teams to produce great strategic results. I am an award-winning designer who has gained success for various audiences ranging from Financial Services and Automotive, to Software, Higher Ed and Food Services. My greatest talent is managing, mentoring and growing creative teams that are built to help the business succeed.

Experience

Senior Creative Director, University of Delaware

2018—Present

Provides creative direction, vision, guidance, support and inspiration for the entire Creative Services team within the Office of Marketing and Communications as well as implementation of creative project execution across the broader University. Responsible for ensuring that all creative produced for the University supports the institution's strategic goals and brand identity.

Ability to integrate strategic direction with creative vision to optimize impact and outcomes. Collaborates well with design and non-design teams, including areas such as public relations, executive communications, social media and research.

- Managing and growing a team comprised of a Brand Director, Art Directors, Production Design, Video, Multi Media, as well as Photographers.
- Organizes and manages a departmental workload and reinforces a project traffic process which includes, print, web, video and environmental, to ensure a timely and efficient use of resources.
- Continually evaluating the evolution of the creative team structure and deliverables to be in the best place to support the University's future.
- Assists in monitoring the annual budget for the Creative team.

Senior Creative Director, Aramark

2013—2018

Oversight for the development of all creative output as well as the responsibility for all proposals that support new and retention business. A key member in leadership that drives the innovations and advances in supporting the ever-changing business landscape.

Providing creative direction for all proposal elements including design, print, video, web, digital, event support and presentation efforts. Also responsible for leading creative efforts that support the broader enterprise as well as global. A key member of the leadership team responsible for helping set the culture and contribute to the overall direction and growth.

- Responsible for all deadlines, budget, overtime, outside vendors, partnerships and contracts.
- Managing a team of 6 Designers, 7 Content members, 3 Production team members and 40 Proposal professionals both on site and remote.
- Incredible understanding and ambassador of the Brand. Appointed to manage as well as guide team members in how they leverage and translate the brand in a business to business capacity.
- Experienced and responsible for resource management and planning, helping to create and manage an organization's identity, and creating or revising processes to help ensure effectiveness and efficiencies.

Creative Principal & Partner, IceBox Industries

2012—2013

Partnering with clients to help them nurture and develop ideas into well-planned, creative, and responsibly engineered products. Offerings of Design Consulting, Concept Development, Brand Building, Video and Print Production as well as E-mail marketing development and delivery.

Creative Director, Lincoln Financial Group

2009—2012

Responsible for building, resourcing, and managing a multi-level team of creatives in a growing marketing department. Creative direction for design, print, video, web, digital, event support and various other creative efforts, for all products lines and enterprise initiatives.

- Key architect and leader in the brand overhaul of a Fortune 500 company.
- Managed a team of 20+ creatives in 5 locations and oversaw a budget of \$1.5 million.
- Provided input and creative oversight to National advertising campaign.
- My experience includes building multi-level teams, resource management and planning, helping create and manage an organization's identity, and creating or revising processes to help ensure effectiveness and efficiencies.

Experience	<p>Director of Design Services, Lincoln Financial Group 2007—2009</p> <p>Provided direction, leadership and efficiency to the Design team in Marketing. Oversight and responsibility for the design output of 4 major business lines and enterprise level efforts. The primary creative contributor to major product launches and our annual National Sales Conference.</p> <ul style="list-style-type: none"> • Managed a team of 13 creatives in 3 locations. • Worked closely to ensure Marketing success with the Editorial and Operations groups within Creative Services. • Assisted in the creation and integration of a new print on demand and fulfillment system. • A vital team member responsible for the creation of a new Marketing department workflow tool. <p>Senior Designer/Associate Design Director, Lincoln Financial Group 2005—2007</p> <p>Responsible for the design and oversight of 2 business lines. Worked closely with Editorial partners to develop all creative deliverables. A major contributor to product launches and Leadership incentive programs.</p> <ul style="list-style-type: none"> • Managed a team of 1-3 creatives. • Worked closely with Design Director on enterprise initiatives. <p>Associate Creative Director, Price Communications 1997—2005</p> <p>Responsible for creative concepting, brand development, and management of internal and external resources. Provided creative direction for all deliverables including design, print, photo shoots, web and retouching.</p> <p>Co-Owner, Creative Director, 2 guys with glasses design 1994—1997</p> <p>Half of a team of creative professionals who teamed-up to meet the growing need for creative outsourcing for large companies in the Boston area.</p> <p>Graphic Designer, Loscalzo & Lukas Advertising 1991—1994</p> <p>I was tasked with all creative deliverables for a very small agency.</p>
Abilities	<ul style="list-style-type: none"> • A strong ability to solve and guide a team, in working through a situation or initiative • Excellent ability to enhance and provide a creative vision that supports the strategy of the organization • Strong communication skills in both in larger groups and in one-on-one exchanges • Ability to adjust and thrive in a fast-paced, shifting and challenging environment • Strong skills in working with and enhancing workflows to gain optimal efficiencies • A true team player who knows what it takes to lead a team and how to best utilize given resources
Education	<p>Tyler School of Art, BFA Temple University Dual major Graphic Design & Printmaking</p>
Awards	<p>Philly Gold Awards 1997—2005 Addy Awards Bell Ringer Awards Franklin Awards Eddys</p>
Personal	<p>Happily married 29 years Fine artist 1 beautiful daughter (stained glass, painted furniture) (another artist) Mentor to local students pursuing art school Huge Elvis fan</p>
References	Available upon request