

Keeley Arnold

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WORK EXPERIENCE

Papyrus / American Greetings, San Francisco, CA

Design Specialist / Associate Art Director

August 2022 - August 2025

- Maintained communication between Papyrus and their #1 manufacturing partner responsible for 40% of the total product line
- Kept all projects with the #1 manufacturing partner organized and streamlined
- Worked directly with licensors/licensed assets to create products for Disney, Peanuts and Sanrio
- Assisted adjacent teams with illustration and product development work
- Participated as a directive and executive art director - created and presented new, fresh product ideas and moved them through the production pipeline
- Researched current industry trends, attended trade shows, participated in market research

Cosmic Pet LLC / Petmate, San Francisco, CA

February 2018 - March 2022

Product Developer / Graphic Designer

- Created fun and innovative pet products across various platforms and brands
- Built original patterns, trends, palettes and packaging for company brands and followed customer style guides for private label products
- Took ownership of soft lines pet products including apparel, bedding, collars/leashes and accessories
- Supervised soft lines product development process, coordinating objectives and schedules
- Outlined opportunity gaps within the market to identify product opportunities and potential
- Ensured products were produced according to design, quality and price specifications
- Worked hand-in-hand with sales team and customers to create strong product lines
- Communicated concepts to manufacturers and cross functional teams
- Participated in ideation and brainstorming with cross functional teams
- Conducted deep-dive market research regarding trends, materials and user functionality
- Created marketing material for clients including presentations, sell sheets, product packaging and product renderings
- Created 2D CAD renderings for spec

RK Stratman INC, St. Louis, MO / San Francisco, CA

October 2014 - 2017

Artist

- Designed graphics & logos for F500 clients including Harley-Davidson and John Deere
- Worked in a cross-functional design team to create and pitch artistic concept designs to attract new clients
- Used pre-existing resources to make refreshing new designs and utilized technical drawing skills to storyboard ideas
- Held an understanding of the unique customer-base and culture to ensure every design matched the brand standard
- Created CAD to ensure proper graphic sizing and formatted art files for print
- Ensured artwork was high-quality and ready for screen printing
- Researched, identified and executed industry trends

Freelance Artist, San Francisco, CA

Illustration and Digital Art

May 2013 - Current

- Worked with clients to create traditional or digital artwork
- Reviewed and redesigned characters and environments according to client specifications
- Storyboarded artwork for use in various forms of media
- Used knowledge of multiple industries to generate unique logos and graphics to match brand concepts

EDUCATION

Fashion Institute of Design and Merchandising, Los Angeles, CA

2014

Associates

Major: Digital Media

GPA 3.53/4.00

Academic Honors:

- Honor Roll and Dean's List
- Nominee for FIDM Student of the Year Award

SKILLS

Software

- Adobe Suite: Photoshop, Illustrator, Premiere, Audition, After Effects
- Microsoft Office: Word, Powerpoint, Excel

Product Development

- Product Development, Product Management, Tech Pack creation, Technical Sketching, Trend & Research, Vendor & Factory Management, Concept Development, Branding & Logo Development, Packaging Design