

KERA DRAKE

SKILLS

Adobe Creative Cloud
Microsoft Office
Sketch
Information design
Business design
Active listening
problem solving
Effective communication
Conceptual skills and planning
Project and cost management
Designing project scope
Managing multiple large-scale projects
Team management and delegation
Leadership and mentor-ship

EDUCATION

THE ART INSTITUTE OF COLORADO
AAA Graphic Design | 2009

UNIVERSITY OF MICHIGAN
BA General Studies | 2005
College Of Literature, Arts, and Sciences

NOTABLE CLIENTS

CVS Health/CVS Caremark
City of Flagstaff
Child Crisis Arizona
First Things First - Cochise County
Harley-Davidson
Maricopa County Sheriff's Office
TGen Foundation

EXPERIENCE

FRONTIER + BASH | OWNER & ART DIRECTOR
PHOENIX, AZ MAY 2011 - CURRENT

- Lead and work collaboratively with designers, writers, illustrators, photographers, animators and programmers to create engaging solutions through branding, marketing, information design, print, digital, social media, and event coordination
- Responsible for new business efforts, outreach and implementation
- Expert at maintaining and building client relationships in healthcare, automotive, promotional events, restaurant and cannabis industries
- Manage budgeting and scheduling of client work
- Responsible for vendor management and relationships

MAJOR PROJECT:

Re-imagined the look and feel of supporting informational collateral for CVS Health/CVS Caremark. The project included a robust, working toolkit to create consistency, drive a better client experience and advance the brand across internal and external contributors.

DAVIDSON BELLUSO | ART DIRECTOR
PHOENIX, AZ AUGUST 2016 - SEPTEMBER 2019

- Alongside the creative director, managed and lead designers, copywriters, programmers and photographers to create branding, marketing, and social impact campaigns across print, digital, radio, web and public outreach initiatives
- Created presentations, spec work, pitches and RFPs for private and government entities securing 12 new engagements worth \$6M
- Established new processes with traffic managers and account executives to ensure projects met client expectations, budgets and timelines
- Implemented performance evaluation metrics, team building events, internal work process reviews and quality assurance process

MAJOR PROJECT:

Lead and directed a multi-faceted recruitment campaign for the Maricopa County Sheriff's Office that included location scouting, production, and direction on a six-day, four-location, photo and video shoot. Regional campaign included outdoor, in-store advertising, digital ads, radio and OTT.

PARTICLE MEASURING SYSTEMS | DESIGN & MARKETING
BOULDER, CO MAY 2009 - MARCH 2011

- Responsible for graphic design needs for divisions in the United States, China, Denmark, Italy, Japan, Singapore, and 35 distributors worldwide
- Created a cohesive brand experience through updates and improvements to website, specification sheets, product manuals, brochures, trade show visuals collateral, wearables and advertising

MAJOR PROJECT:

Created and assisted in product launch for IsoAir® 310P Aerosol Particle Sensor. Developed product identity, advertising, coordinating product launch and global marketing.