TOMMI KEYES

CONTACT

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Graphic Designer | Marketing Coordinator | Packaging Designer | Photographer - Seattle, WA

PROFESSIONAL SUMMARY

Graphic Designer and Marketing Specialist with 10+ years of experience creating digital marketing, print, packaging, catalog, web, photography, and brand assets for national brands. Proven experience managing high volume creative projects, maintaining complex product catalogs, supporting private label packaging for major retailers, and collaborating cross functionally with sales, marketing, and product teams. Expert in Adobe Creative Cloud, print production, packaging design, product photography, and digital asset management.

CORE COMPETENCIES

Graphic Design | Marketing Design | Packaging Design | Brand Identity | Print Production | Catalog & Publication Design Product Photography | Digital Asset Management | Web Graphics | Email Campaigns | Social Media Graphics | Creative Project Management | Cross-Functional Collaboration | Vendor Coordination | Prepress

TECHNICAL SKILLS

Adobe Creative Cloud: Photoshop, Illustrator, InDesign, Lightroom, Premiere Pro, After Effects
Marketing: Digital Marketing Assets, Email Graphics, Social Media, Sales Collateral, Presentations
Production: Print Production, Prepress, Packaging Production, Color Correction, Image Retouching
Web: HTML, CSS, WordPress, Squarespace

PROFESSIONAL EXPERIENCE

Graphic Artist & Marketing Coordinator

Wilmar, LLC 2016 - Present

- Led end-to-end design across digital, print, web, packaging, photography, and marketing assets supporting national sales and marketing initiatives across multiple brands.
- Owned design, accuracy, and ongoing maintenance of a 400 page master product catalog featuring 4,000+ SKUs across biannual releases.
- Directed private label and branded packaging design for national retailers including O'Reilly Auto Parts, AutoZone, and NAPA Auto
- Parts, ensuring brand compliance while modernizing visual systems.
- Prepared print-ready files for domestic and international production, coordinating with overseas vendors to maintain quality, consistency, and specification adherence.
- Managed the full lifecycle of digital assets, including product photography, image capture, retouching, color correction, final delivery, and Digital Asset Management.
- Coordinated and supervised internal and external photoshoots, reviewing and processing imagery while maintaining organized digital assets.
- Produced recurring web, email, and social media graphics in collaboration with marketing leadership, identifying product lines requiring additional promotional support.
- Delivered high volume marketing materials including sales flyers, signage, presentations, and other sales enablement assets within a deadline driven corporate environment.
- Partnered cross functionally with sales, marketing, and product development teams to create targeted design solutions aligned with business and customer goals.
- Managed multiple concurrent projects independently from concept through final delivery while balancing shifting priorities and stakeholder feedback.

FREELANCE GRAPHIC DESIGN

2013 - 2015

- Provided branding, illustration, and visual identity design for music, youth sports, and creative studio clients.
- Designed logo systems, album artwork, and promotional assets aligned with client goals and brand direction.
- Worked directly with clients from initial brief through final delivery, managing timelines, revisions, and productio

EDUCATION

Whatcom Community College | Associate of Arts in Visual Communications