

Keith Schmiedlin
107 Hillendale Rd.
Pittsburgh, Pa. 15237

SCHMIEDLINDESIGNS

CREATIVE SOLUTIONS

p: **412.977.2408**
e: kdesign1245@icloud.com

EDUCATION:

LaRoche College, Pittsburgh, PA
Bachelor of Science in Graphic and Communication Design, 1999

SOFTWARE KNOWLEDGE:

Proficient in both Mac and PC platforms.

- ▶ Adobe Creative Suite
- ▶ Microsoft Office

EXPERIENCE:

Schmiedlin Designs

Freelance Design, 1999 - Present

Giant Eagle Corp. – On-site product marketing and design support, 2013 - Present.

Seneca Resources, Inc. – Corporate Identity Standards, Product marketing and design support, 2013 - Present.

BlueSky ETO – Product marketing and design support, 2013 - Present.

Keystone Fastening, Inc. – Product marketing and design support, 2011 - Present.

Centric Alloys, Inc. – Corporate identity and press releases, 2008.

Kris Kuksi – Identity and a 110 page publication of his work. 2007 - Present.

Penn Radiant Products (PRP) – Created corporate identity and sales magazines. Worked closely with the owners to produce all corporate marketing and support materials. 2000 - Present.

FedEx Ground

Corporate Communications, 1999 - November, 2012

Brand management and awareness – Responsible for managing the branding compliance process for all FedEx Ground communication materials.

Officer presentations – Create visually appealing presentations for FedEx Ground CEO and corporate officers.

Internal communications – Collaborate with other departments such as HR, Safety, and the University to develop engaging information materials.

Identity packages for annual kickoff meetings – Created concepts, themes, brand and support materials for the annual FedEx Kickoff meeting.

Contractor web site – Lead designer and layout artist for the new FedEx Ground Contractor web site. Worked closely with Burson-Marsteller and our web team to design a complex and functional web site for FedEx contractors.

Corporate newsletters & magazines – Manage multiple promotional booklets including FedEx Home Delivery service and a 16 page bimonthly newsletter, Ground Source.

INTERNSHIP:

Pittsburgh Penguins – 1998

ACHIEVEMENTS:

AIGA Pittsburgh – Context Design competition - Kris Kuksi business card design, 2008