

# KEITH DOHERTY

Art Director, web/mobile/interactive  
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## EXPERIENCE

### Keith Doherty Studio

#### Art Director and UX Consultant, 2002-Present

Some notable clients/projects include:

5th Finger; Nov 2009-Present

Sr. Art Director and Information Architect on mobile applications and mobile site initiatives for *Sprite*, *My Coke Rewards* and *Bath & Body Works*.

Extractable; Sept 2009-Present

Sr. Art Director and Information Architect for *NETGEAR's* site redesign and CMS/platform upgrade.

Digital Axle; May 2008-Present

Sr. Art Director/UX Director on multiple projects for *American Rivers*, *GoalSpring* and *Sony*.

Yahoo! Inc; July-Dec 2004

Art Director on multiple banner campaigns, communications and microsites for *SBC Yahoo! DSL*.

Grey Direct/Grey San Francisco; various assignments between Oct 2003 and June 2004

Flash banners, landing pages and print ad campaigns for *Gateway*, *Network Associates* and *Sun Microsystems*.

Walmart.com; July-Sep 2003

Website navigation and UI design: style guides, standards and specs.

### CBS Interactive

#### Senior Art Director Sep 2008–July 2009

Sr. Art Director on the team responsible for the recreation and rebranding of **CBSNews.com** and affiliated CBS News program web sites such as *60 Minutes* and *The Early Show*. The task was to upgrade the sites to a new CNET platform, accommodate expanded original content, streamline search and navigation, and simplify the design. The project involved user testing, wireframing, creation of standardized templates, and a dramatic update to the CBS News look and feel.

### Questus

#### Senior Art Director Feb 2005–Aug 2007

Sr. Art Director charged with site design and usability testing/optimization for clients such as **Capital One**, **MLB.com**, **Discovery Channel**, **American Express**, **The New York Post**, **Verizon Surround** and **M&M/Mars**. Many projects involved usability testing with multiple iterative designs, working closely and collaboratively with both clients and end users.

### Frankel

#### Art Director May-Aug 2001

Interactive games, promotional contests and ad campaigns for **Visa** and **Visa Online**.

### SF Interactive

#### Art Director Nov 1998–March 2001

Websites, multimedia presentations and rich media campaigns for clients such as **Hewlett Packard**, **Snapple**, **VeriSign**, and the **Golden Gate National Parks Association**.

## TECHNICAL SKILLS

Adobe Photoshop, Illustrator, Flash & Dreamweaver; HTML; Microsoft Visio, Word & PowerPoint.

## EDUCATION

**California College of Arts and Crafts** (San Francisco/Oakland), BFA in Graphic Design, May 1997.

**Cabrillo College** (Santa Cruz), undergraduate study in Art and Art History.

**University of Wisconsin** (Madison WI), undergraduate study in Anthropology and American Institutions.