



KEANE CHAN

GRAPHIC DESIGNER

advertising ■ branding ■ layout ■ publication ■ digital ■ photography

design.keanechan.com ■ nz.linkedin.com/in/keanechan

phone 021 129 7819 ■ email keaneiskeen@gmail.com

Education and Qualification

- 2001 National College of Design and Technology:
Diploma of Multimedia
- 98-95 Victoria University of Wellington:
Bachelor of Design – Visual Communication
- 94-90 Wellington College

Skills

Manage workflow, projects and problem solve in stressful situations to meet deadlines.

Attend clients/suppliers briefings and presentations.

Communicate easily between various staff from different departments.

Coordinate with internal/external suppliers.

Design from concepts or provided scamps to final realisation.

Give training and support to co-workers on the usage of technology and software.

Maintain administrative documents to ensure an even workflow and accountability.

Work well in an independent and/or team environment.

Coaching and running workshops in Adobe Indesign, Adobe Photoshop, Photography and Lightroom.

Excellent Inter-personal skills.

Full Driver License.

Interests

Dancing:

Ballroom/Latin – Swing – Salsa (On1)

Music:

Swing Jazz, Salsa, Pop

Chinese Martial Arts:

Wing Tsun Kung Fu

Photography:

Events, Portraiture, Performance, Wedding

Visual Arts:

Interactive Media, Movie, Retouching, Publication

Computer skills

Adaptable with computer technologies and advances.

Apple Mac and PC Hardware and Software usage and support. Apple Mac networking.

Prepare print artwork for pre-press and film output.

Setup/Maintain Wordpress CMS websites.

Setup/Maintain Social Media Marketing.

Photography and Video content creation, editing and retouching.

PRINT DESIGN:

Adobe InDesign	1.0 - CC	Advance
Adobe Photoshop	3.0 - CC	Upper Intermediate
Adobe Illustrator	7.0 - CC	Upper Intermediate

INTERNET:

Figma		Intermediate
CMS: Wordpress		Intermediate
Canva		Intermediate
HTML5/CSS		Basic

PHOTOGRAPHY:

Adobe Lightroom	3.0 - CC	Upper Intermediate
Photo Mechanic	5.0	Intermediate
Capture One	9.0	Intermediate

VIDEO:

Final Cut Pro	4.5 - X	Intermediate
Adobe Premiere	CS3 - CC	Intermediate
Adobe After Effects	CS3 - CC	Intermediate
Apple DVD Studio	3-4	Intermediate

OTHER:

Apple Keynote		Intermediate
Microsoft Powerpoint		Intermediate
Microsoft Word		Intermediate
Microsoft Excel		Intermediate
Asana		Intermediate
Trello		Intermediate
Notion		Intermediate
Getting Things Done		Intermediate



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May 2013 - Present



Freelance Graphic Designer – Wellington

Currently working with a range of clients from the private, banking, corporate, government and education sectors. Worked in-house at advertising agencies in Wellington and from my design studio. Often taking briefs from the client-side, collaborating with designers, writers and creatives, ordering print and other supplies with printers and vendors.

Design work spans from

- Adobe Indesign file setups, templating and best practice
- Creating documents and campaigns from established identities, scamps and working with fellow creatives
- Designing and applying design for press and magazine print placements and outdoor ambient advertising
- Branding applications on marketing collaterals such as newsletters, brochures and conference collaterals
- Creating long-form documents
- Building interactive PDF forms
- Video Production; media creation and editing
- The layout of digital social media banner
- Slideshows for presentation
- Retouching photography for print outputs.

November 2012 - May 2013



Learning Media Ltd – Wellington

Desktop Support

I've taken a break from my Advertising career to upskilling my foundation in Apple computers. At Learning Media I was working in a team of 4. Managing user's helpdesk tickets, troubleshooting and tutoring users in network issues, MS Office, Apple OS, Adobe Creative Suite and cloud-based technologies. Methods of communicating with the user base of over 60 staff involved Face to Face, telephone calls, screen sharing and VOIP.

June 2005 - November 2012



Ogilvy Wellington, ex-Frank Advertising – Wellington

Designer – Studio Production

At Ogilvy, the Wellington branch of the advertising agency, I was responsible for creating final artwork from paper scamps or digital files.

- File management and layout creation supplied from different departments (Creative, Design, Management, Media, TV Production and Photography).
- Dispatching artwork to printers and publications.
- Maintaining workflow in the Studio, backups and technical problem-solving in the print/digital environment.
- Technical project planning for the best ways to prepare templates and artwork to be used.
- Working on various projects ranging from:
 - Data-rich spreadsheets for importing to annual reports and creation of variable-data templates
 - Above-the-line advertising of a banking client; not limited to point-of-sale, press and booklets
 - Government campaigns
 - Print collaterals for the Environmental and Agricultural sectors.



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June 2002 - March 2005

Communication Resources – Singapore Senior Graphic Designer



Senior Graphic Designer for the PC World Magazine (Singapore and Malaysia editions) and the change over to PC Magazine (Singapore and Malaysia editions), I was responsible for the design and creation of the Magazines – the creation of templates and style sheets for publication work-flow and creation/placement of Brand and Product focused advertisements.

- Email-based advertising; creating various point-of-sales and promotional items.
- Photography, image retouching, scanning and colour correcting of people and products.
- Training recruits and interns to use computer programs and systems.
- Advising trouble-shooting computer files and system problems.
- Implemented a job tracking system to manage editorial/advertising projects.
- Creating film separation from files.
- Speaking directly to external clients/designers about artwork preparation and problem-solving.
- Project coordination and resource management of a team of 6 full-time designers and a pool of freelancers.

October 2001 - June 2002

Freelance Graphic Designer – Wellington



Logo design, branding, card design and template creation/manipulation.

Clients range from IT Companies; design houses; dance teachers; educational and government sectors.

April 2000 - March 2001

Caltex New Zealand Ltd. – Wellington Graphic Designer, Convenience Retailing Group



My contract with Caltex was as the in-house graphic designer in an 8-member team of the Convenience Retailing Group. I was responsible for the initial conceptual design through to the final management and production stages of the design (offset and digital printing) of every project. Media produced in this position ranged from creating monthly promotions to internal mail, in-house brochures and flyers, as well as the image manipulation needed for product displays. The body of my work was the monthly promotional materials including Star Mart Point of Sale and Point of Purchase posters, Packaging of Caltex branded products and application of Caltex and Star Mart design standards.

October 1998 - February 2000

Haines Recruitment Advertising

Haines Recruitment Advertising Ltd. – Wellington Mac Operator/Production Manager (Oct 1999-Feb 2000), Production Department

My position with Haines started as a Mac Operator in a team of 3 people, preparing digital artwork, by working from layouts and templates for newspaper advertisement. The newspaper advertisement ranged from small single colour to full-page, full-colour spreads. The position always involved working towards tight and stressful deadlines. The department grew to 8 people during my period of employment, and due to the management skills I had developed in handling tight deadlines, I was called upon to be the acting production manager in mid-October 1999.

In the role of production manager, I oversaw a team of 6 full-time staff and a pool of freelancers. I was put in charge of managing the workload and deadlines, also communicating between the departments within the firm. I gave training in software, technical and design problem solving where required.



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Selected Photographic experiences:

Portrait and Events Photography.

Canon equipment family as a preference. I have used Nikon and Sony family.

Jinbei and Godox Lighting equipment and light modifiers.

Primary photographer in photographic coverage for weddings and corporate events.

Assisted as a secondary photographer and as support staff.

Team management, Lead Photographer, managed 4 staff on photoshoots/event shooting.

Photography using a up to 4 light setup, on location and in studio.

Able to speak with subjects to put them at ease in front of the lense, including Pose adjustment and suggestion

Base retouching in Lightroom (out-of-camera image adjustments)

Finished retouching in Photoshop (Final image preparation, Frequency Separation, Dodge/Burn, Beauty)

Selected Photography Clients

Wellington Chinese Operatic Society.

Salsa Magic – Latin Dance School (2012-Current).

Wellington Chinese New Year (2006-Current).

New Zealand Armageddon Expo.

Mean Doses Brewery and Fillery.

Photographic wedding coverage as the on-site photographer covering 3-day event.

Selected Videographic experiences:

Video creation with (SD/HD/4k) Video Camera (Canon XL-1/Canon 5D2/5D4/Sony Prosumer).

Team management 2 other videographers and a photographer.

DVD/Digital File Delivery.

Coverage for theatre-based performance + backstage.

Selected Videography Clients

Wellington Chinese Operatic Society.

Tango Festival 2005-2006 Floor Show.

Mean Doses Brewery and Fillery.



Agility

360 Evaluation

Studio

Confidential

Department: Studio

Does the individual understand and accurately interpret briefs given?

Keane asks questions when receiving a brief to ensure he has a clear understanding of the task, and through his understanding of the client and their graphic standards, is able to produce work that is faithful to the concepts and consistent with client brand guidelines.

Does the individual work to timelines that have been set? Are you kept up to date if timelines are being affected or impacted?

Keane delivers to agreed timelines. In instances where the nature of the work deems more time is required than first allowed, he will inform the client service team and Design Director of this and explain why more time is needed. Based on these requirements he will agree to a delivery time with the client service team and deliver to that time.



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Do you feel there is good, clear communication between you and the individual?

Yes. Keane always keeps me informed as to his progress on projects, and as to his movements for the day – when he intends to be away for lunch etc. This is great.

On specific projects, Keane is excellent at providing details of how a job is progressing – including potential issues that may need to be dealt with, complications, and if he expects to complete a project ahead of time.

Does the individual deliver and or add value to the process?

Yes – even in the smallest jobs. For example, when working on an EECA brochure, he might present two layout options, explaining why – consistency with other similar brochures, or given the content he has amended the request to be more consistent with established templates.

He will suggest how to approach a project depending on its requirements. For example: what to do first, get sign-off, then apply.

Other:

Keane, you are the fastest person on a Mac I know. Your ability to turn work around within tight timeframes is amazing. In the past this often meant some things were missed on the task sheets, and resulted in the job being put back into the studio. You have worked to improve in this area and take more time to check your work as you go. Occasionally, some errors still slip through, but overall a good improvement. Make sure you read the briefs thoroughly before you start to gain a good understanding of the task at hand. Ask questions once you've had a chance to think about it.

You are approaching your work with a greater emphasis on design – on both concepts and projects at artwork stage. Trying a couple of options instead of merely following an instruction is resulting in a better result first time through. Keep reviewing your layouts and typography with a critical eye, and always keep the audience in mind. Ask yourself questions like, "Is this easy to read?", "Does it grab attention?" and, "Does the layout lead the audience through the messages?".

Regarding artwork, you think ahead to what the finished requirement is and create the artwork accordingly, including advising the Client Service team of why a particular approach is required for their job. You also alert the team to any potential issues that may lie ahead. This does two things: It helps the team understand different approaches to artwork, and it helps your client service team manage the



expectations of the client. Great. Keep this up. In addition, you are mindful of how work will reproduce in different media and work to deliver the best result, keeping the team informed, and / or asking questions and managing expectations around issues of resolution, readability and reproduction.

You're a team player – considerate, and are willing to get involved in whatever needs to happen to get the job done – whether for a pitch or one of your daily projects – and, whether it's artwork or IT related. You help others and you can be relied upon to undertake and complete a task without being chased up. When you complete your work you are quick to ask what else you can help with or work on.

You are very good at maintaining your files and archives, and your knowledge of software and IT is a real benefit to the studio team.

You are courteous and obliging. You always take time to tell me when you will be out of the office, when you will be back, what your priorities are regarding projects on your desk. You request well in advance any leave requests or time away from the office. This is excellent Keane as it enables us to plan workflow.

This is all good stuff Keane, and on top of that, you're a pleasure to work with.



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Prestige
PC World
The Web
Planet-E
Planet-E Interactive
PC World Interactive

7 February, 2005

TO WHOM IT MAY CONCERN

This is to certify that Keane Chan Yui Kee has been a senior graphic designer with our company from July 2002 to February 2005.

Keane is responsible for the design and production of our PC Magazine for both Singapore and Malaysia editions. As he handles both editorial and advertising pages, he works closely with the editorial and sales & marketing departments.

We also participate in a number of exhibitions every year and Keane would work with the Promotions team to produce posters and collaterals for the shows.

Keane is a responsible and hardworking staff and is always prepared to stay late to meet deadlines without being asked. He gets along well with his colleagues and is often ready to lend a helping hand even when the job is outside his scope of responsibility.

We wish him all the best in his future endeavours and would not hesitate to recommend him for a position of responsibility.

Yours sincerely

Jane Leong
Managing Director



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RESOURCES
PTE LTD

Prestige
PC World
The Web
Planet-E
Planet-E Interactive
PC World Interactive

7th February 2005

To whom it may concern,

I have worked with Keane Chan for almost 18 months in my capacity as Editor of PC Magazine.

During that period, he was exclusively in charge of the layout and design of our magazine, with responsibility for concept, execution and production right up to film casting level.

Keane has always shown a good approach to handling pressure, to multi-tasking across a diverse range of requirements, and to problem solving – even in areas not immediately his responsibility.

He has also shown solid design skills, including a redesign of the whole publication.

I would not hesitate to recommend him as a very diligent and competent worker.

He will certainly be welcome back here at any time, should he wish to return.

Jeremy Torr,
Editor,
PC Magazine Singapore



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TO WHOM IT MAY CONCERN

KEANE CHAN

I met Keane Chan when he commenced work on a one year Graphic Design contract with the Caltex New Zealand Limited Convenience Retailing Group, where I am currently Retailing Administration Manager.

Keane was responsible for, among other projects, producing the monthly promotional manual and in-store posters for our retailing network. This job was driven by deadlines, which proved quite tight at times, and Keane always managed to achieve successful results in a very co-operative and calm manner. He always managed to output an impressive quantity of work hence he was in demand from other departments for various design projects, invariably urgent. These jobs were always delivered to brief and on time.

During Keane's time with the Caltex Convenience Retailing Group he lobbied for, and was successful in upgrading our Mac computer equipment as well as putting a case forward for the purchase of a colour printer within the department. All equipment is proving to be very efficient and cost-effective.

During his time with us, Keane could always be relied upon to 'get the job done' and was always willing to go the extra mile to ensure this happened.

Keane chose not to take up a further contract so that he could attend a design course to further enhance his career in the industry. I wish him well with this and hope that he achieves all that he aspires to.

ALISON BOYD