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**JOB EXPERIENCE****Sabre Holdings**

10.2007 – present

Sabre Airline Solutions – Product Manager, Crew Portal

10.2012 – present

Product Manager for a new Airline Solutions product; Crew Portal. Responsibilities include requirements gathering, validating concepts, design, prototyping, development, documentation, implementation, and sales & marketing support.

Sabre Holdings/TSD Merchandising – User Experience, Principal

07.2011 – 10.2012

Daily activities include developing and delivering presentations that show the benefit of a centralized offer management application, pulling offer management requirements from Business Requirement Documents, designing vision screen shots and system schema. Also lead the User Experience for Merchandising Manager, Branded Fares, Sabre Travel Policy and MyFares.

Sabre Holdings/Brand Marketing – Web Designer, Lead

10.2009 – 07.2011

Worked with individual corporate marketing department's to create and maintain websites for Sabre Travel Network, Sabre Airline Solutions and Sabre Holdings. Assisted all departments with developing their own unique marketing collateral; multimedia tutorials, interactive videos and educational tools. Also worked with the print design team to create campaigns and collateral that spanned across all media outlets.

Sabre Airline Solutions - Interactive Designer / User Experience, Senior

10.2007 – 10.2009

Utilizing User Centered Design methodologies, responsibilities include designing interfaces for all of Sabre's applications through user research, persona creation, work flows, low fidelity wire frames, high fidelity mock-ups and Flash prototypes. Also lead research projects that explore new and innovative interfaces, such as 3D and multi-touch display technology.

**Trammell Crow Company :: CB Richard Ellis**

10.2005 – 10.2007

Senior Graphic and Web Designer – Corporate Communications

Reporting directly to the CMO, was instrumental in the design of TCC's global rebranding initiative, which includes its public web site, corporate intranet, sales materials, signage, and advertising. Also created and implemented specific branding rules for the company; proper use of the TCC logo, new corporate colors, new fonts. Other aspects of the job included working with IT department to create 'best practices' for computers that are used for design work, approval of graphic software for outside offices, and marketing strategy for TCC's Global Services business.

**The Dallas Morning News**

08.2004 – 10.2005

Graphic Artist

Responsibilities include designing special sections and client ads, developing new campaigns for potential clients, creating department website (using Flash, Coldfusion, MySQL), designing client Flash banner ads and World Class client campaigns. Also develop customized web sites to allow sales to track clients who view the pages, to better sell their product.

**Parsons School of Design**

05.2000 - 01.2004

Instructor: Broadcast & Multimedia Design

03.2003 - 01.2004

Taught BFA design classes focusing on the technical and creative issues of broadcast, multimedia and print design.

Instructor: Two Dimensional Design/Digital Design/Design & Technology

Kanazawa International Design Institute, Japan (Sister University to Parsons School of Design)

04.2001 - 03.2003

Taught in the Foundation Department, teaching the fundamentals of print design and the creative process. While overseas, developed advanced technology class for students, culminating in students receiving design awards and opening a robotic art gallery.

Webmaster

05.2000 - 05.2001

Designed, developed, programmed, deployed, and maintained school's web site. Primary technologies used: Macromedia(Adobe) Flash/Generator, Coldfusion and Oracle. Continued to administer site after moving overseas.

### **Conde Nast Publications, Inc.**

05.1992 - 08.2000

Conde Nast Corporate Art Department

06.1998 - 08.2000

Digital Media Manager

Created an interactive department that developed marketing tools for company's 17 magazines using Macromedia Director. Job included developing better methods for producing effective presentations in a timely manner.

The New Yorker Magazine

09.1997 - 06.1998

New Media Manager

Managed print, electronic media and web design for marketing and art departments. Projects included interactive presentations developed for the sales department, and the creation and maintenance of the marketing department's added-value web site.

Vanity Fair Magazine

01.1995 - 09.1997

Associate Art Director

Managed art department. Responsible for the design of all promotional campaigns, sales presentations, added-value programs/merchandising events and in-book special advertising sections.

The New Yorker Magazine

05.1992 - 01.1995

Designer/Associate Art Director

Coordinated all aspects of magazine promotion. Projects included invitations, newsletters, promotional videos, t-shirts, yearly desk diary, in-house ads, and sales presentations. Promoted to Associate Art Director after 18 months.

### **EXTRACURRICULAR ACTIVITIES**

First Texas Risk Advisors

Created marketing materials and promotional video.

Coremetrics.com

Led a group of UX designers to create the GUI for their new Search application.

Texas A&M at Commerce

Adjunct instructor teaching advanced Flash programming.

Past freelance includes work for Bayard Advertising, CLAY Fitness, The College of Westchester, Ad Club of New York, Wieck Media, NYC's Madison Square Boys & Girls Club, Vibe Magazine, Architectural Digest, American Movie Classics, Food & Wine Magazine, Rizzoli, Inc, TGP Associates.

## **EDUCATION**

09.1999 - 05.2001

Parsons School of Design, New York

Master of Fine Arts, design and technology concentration. Graduated summa cum laude.

09.1986 - 05.1991

State University of New York, College at Fredonia

Bachelor of Fine Arts, graphic design concentration.

Selected by design faculty to head design department's graphic lab.

## **AWARDS**

2010 – Sabre Airline Solutions Team Excellence Award / Sabre Airline University

2009 – Sabre Airline Solutions Team Excellence Award / Executive Dashboard

2005 - Dallas Society of Visual Communications Award

Bronze - Newspaper Campaign

1997 - Ad Club of New York: President's Award

ACNY Membership Campaign.

1994 - American Graphic Design Award

Graphic Design:USA's award for excellence in communication and graphic design.