

John Kief

Cincinnati, Ohio • john.kief@gmail.com • johnkief.com

SUMMARY

Highly motivated Multimedia Designer with 20 years of experience in print, digital / web, and video applications. Developed static HTML and CMS-based websites, integrating cutting-edge techniques to enhance user experience. A self-starter seeking to leverage extensive design, development, and video expertise in a challenging role to drive creative and functional success.

EXPERIENCE

Digital Media Production / Designer

March 2010–November 2024 • Cincinnati, Ohio

Cumulus Media, Inc.

- Filmed, edited, and produced video and digital ad creative for external marketing clients, including Qdoba, McCabe Lumber, Rent 2 Own, Lindner Center of Hope, and more.
- Managed websites for five major commercial radio stations in the Cincinnati market (WGRR, WRRM, WNNF, WFTK, and WOFX) while offering supplementary support for other markets.
- Designed and produced promotional materials for the stations, including social media content, contest assets, email newsletters, banner ads, logos, vehicle wraps, etc.
- Introduced custom character animation to our inventory of solutions to enhance advertising for external clients such as Smyth Automotive and Butler County Veterans Services Commission.
- Concepted and built a media studio to support videography and production requirements in order to fulfill digital marketing needs on a limited budget.

Web Designer

June 2008–March 2010 • Cincinnati, Ohio

Blue Kaboom Design

- Excelled at project management by designing and building websites from start to finish.
- Mastered a variety of content management systems, including Wordpress and Expression Engine, to create custom templates for clients.
- Leveraged unique skill sets to collaborate with a team of individuals, including developers and copywriters.

Graphic Designer

July 2005–December 2007 • Cincinnati, Ohio

DesignCrew, Inc.

- Designed print collateral such as brochures, folders, publications, and catalogs for a wide variety of clients, including BreatheAudio, Burke Inc., Cintas Corporation, Convergys, Oliveri Sinkware, and Thomas Moore College.
- Collaborated with the team as well as worked independently on projects to creatively realize each client's vision with speed, accuracy, and budget consciousness.

EDUCATION

Bachelor of Fine Arts in Graphic Design

Art Academy of Cincinnati • Cincinnati, Ohio

SKILLS

Adobe Creative Suite, including: After Effects, Premiere, Photoshop, Illustrator, InDesign, and Character Animator

HTML/CSS

Experience using Blender and Cinema 4D for 3D

Extensive skills in both static and motion graphics as well as video editing

Able to easily acquire new skills as needed