

JANE KELLER  
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## Summary of Experience

Jane has broad design expertise ranging from award winning advertising campaigns to intricate corporate identity and branding systems including packaging, home furnishings and exhibit design, as well as interior spaces for restaurants and commercial buildings. Her talent has touched many industries including financial, healthcare, home furnishings, fashion and corporate. As owner and manager of several ad agency/design firms, she created fashion advertising for Le Coq Sportif sportswear, Revillion Furs, and Guy Laroche fashion and fragrance. In the financial arena, Citibank, Dow Jones and Bank of New York top the list. Other clients include American Express, Waverly-Schumacher, fashion designer Mary McFadden, Range Rover, and The Beth Israel Health system of Greater New York.

Her success in total branding and interior spaces while in the graphic design industry supports Jane's belief that the creative process is interdisciplinary. She frequently combines knowledge of graphic design with architectural, product or interior design to create fresh and inviting spaces for packaging, restaurants, retail stores products, exhibits and corporate offices.

## Design Experience

10/2003 to Present

### **Keller Interiors, LLC**

Interior Design, renovation, space planning services for yacht, residential and commercial clients.

[Kellerinteriordesign.com](http://Kellerinteriordesign.com)

### **Coastal America the Store.**

Founder and owner. Created the brand including interior space design, and managed the retail division of Coastal America all purchasing, leasing, buying, hiring and management of employees. [www.coastalamerica.net](http://www.coastalamerica.net)

8/2002 to 10/2003

**Wrote and published** the JaneNOTPlain® children's book to enhance the self-esteem of young girls.

Created the JaneNOTPlain® brand and manufactured a series of 13 products that enhance and support the story including toys, CD narration and theme song. Promoted the book nationally at trade shows, book fairs and TV appearances. About JaneNOTPlain® the *Wall Street Journal* said "Today there is a wealth of

choice for toy-shopping parents – we can offer our children the JaneNotPlain® confidence enhancing dolls...”

5/1996 to 1/1998 and 4/1999 to 8/2002

**Design Director**, Gillespie Advertising, Lawrenceville, N.J.

Directed a team of creative designers and writers in the design of corporate identity, collateral, exhibit design, point of purchase, credit card design and accompanying direct mail collateral, editorial design and advertising. Created unique proprietary “Visual Branding”© system for branding purposes for Gillespie clients. Responsible for design and branding of Gillespie corporate identity. Created major graphic standards manuals for the Metris Financial group. Major clients: Bank of New York, Mellon Bank, Household Bank, Kennedy Health Systems, GE Capital, Port Authority of NY&NJ, Fidelity, Metris Financial products, Household Finance and Westinghouse.

1/1998 to 4/1999

**Associate Creative Director**, Cosgrove/Juro Associates, New York, NY.

Direction of creative team of designers, writers, photographers.

Major clients: Visa, Chase. Beth Israel Health Care

6/1995 to 5/1996

**Creative Director**, Dow Jones & Company Inc, South Brunswick, N.J.

Responsible for setting design standards for Business Information Services electronic and on-line products division of the *Wall Street Journal*. Created overall Dow Jones corporate identity standards. Supervised advertising, Corporate I.D. exhibit and collateral. Created graphic identity branding guidelines for individual products within Business Information Systems. Hired and managed a staff of 7 designers.

2/1987 to 6/1995

**VP/Creative Director**, Clark/Keller Inc. Annapolis, MD.

Directed a creative team of designers, writers and photographers. Concept thru production: Print, TV, Radio, Point of Purchase, Packaging, Exhibit and Annual Report design. Included account representation, budgeting and client contact for most major accounts.

Major campaigns: United Way, AT&T, Westinghouse, Vision Council of America, W.R. Grace, (Hotel Services & Grace Culinary). M.C.I. Telecommunications and The Recording Industry Association of America.

8/1986 to 2/1987

**Art Director Product Development**, Bob Van Allen Studio, New York, N.Y.

Provided graphic design and art direction for textile and product design for the Bob Van Allen home furnishing product collections. Including two wallcovering and fabric collections for Waverly/Schumacher and Imperial Wallcoverings, as well as coordinating paper and home products design for Contempo/Beach products.

2/1975 to 8/1986

**Art Director Co-Owner**, Red Pepper Advertising (*a Division of La Entende Delacroix, Paris, France*), (Later named Sass & Associates, Annapolis, MD).

Art direction, advertising and graphic design.

Major clients: Le Coq Sportif Sportswear, Guy Laroche Fashion and Fragrance, Revillion Furs and Fragrance.

Established and organized this agency. Developed traffic flow procedures and internal company systems. Hired and supervised staff of designers, production manager, freelance photographers and illustrators. Created and designed advertising campaigns using print, direct mail and television for diversified clients such as banks, shopping malls, fashion designers, real estate developers, manufacturers, and corporations.

## **Education**

Corcoran College of Art and Design, Honors Graduate, AA Communications Design

Carnegie Institute of Technology - special studies

Parsons School of Design, New York

Independent study with Milton Glaser at the School of Visual Arts, New York

Aspen Design Conference, Aspen Institute, Aspen, Colorado

## **Exhibition of Personal Work**

DeMedici II Gallery, Washington, D.C.

Dimmoc Gallery, Washington, D.C.

Corcoran Gallery, Washington, D.C.

Aurora Gallery, Annapolis, Md.

Anthony Townsend Ltd., Charlestown, Mass.

Miller Gallery, N.Y.C.

*Also represented in private collections nationally.*

## **Exhibit Design**

Expo'70 Osaka, Japan exhibit plan representing the entire country.

Micronesia Art Festival Awards Show U.S.T.T. of the Pacific

## **Interests and Achievements**

Designed and hand painted original textiles for fashion designer Mary McFadden for Fall and Spring 1986 & 1987 Couture Collections.

*(portfolios or video on any of the above on request)*

Avid Photographer - currently composing book of nature photography and writings.

## **Digital Expertise**

Daily working knowledge of Macintosh

Software - (In order of proficiency:)

Quark, Photoshop, Illustrator, Quick Books, Word and Excell.

## Honors & Awards

- 1971 Deans Award-Corcoran School of Art
- 1978 Art Directors Award - T.V spot. Art Directors Club of Washington,D.C.
- 1979 Addy Award -for animated T.V spot Ad Club of Washington,D.C.
- 1982 Art Directors Award for Newspaper Advertising-Art Directors Club of . Washington,D.C.
- 1985 Addy Award for Graphic Design Advertising Club of Washington,D.C.
- 1985 Print Magazine Design Annual Award for Graphic Design
- 1990 Addy Award for Exhibit Design Ad Club of Washington,D.C.
- 1990 Twin Award honoring women who have made outstanding contributions in business. Annapolis, Md.
- 1990 Print Magazine Design Annual Award for Graphic Design
- 1990 How Magazine Award for Graphic Design.
- 1990 American Lighting Advertising Award for Retail Advertising Campaign.
- 1991 Addy Award for Graphic Design Advertising Association of Baltimore.
- 1991 Art Directors Award for Graphic Design Ad Club of Philadelphia.
- 1991 Addy Award for Graphic Design Ad Club of Washington, D.C.
- 1991 Three DESI Awards for Graphic Design New York Art Directors Club
- 1991 Print Magazine Design Annual Award for Graphic Design
- 1991 How Magazine Award for Graphic Design.
- 1991 American Lighting Advertising Award for Retail Advertising Campaign.
- 1992 Addy Award for Graphic Design Ad Club of Washington, D.C.
- 1992 DESI Award for Graphic Design NewYork Art Directors Club.
- 1992 How Magazine Award for Graphic Design.
- 1993 Print Quality Award for Graphic Design Best of Category
- 1994 Strathmore Paper Award for Corporate Identity Package.
- 1995 Published in Print's Best Letterheads for Corporate Identity package.
- 1996 Numerous Awards for Corporate Launch of Dow Jones News Retrieval, Print, collateral, packaging and interactive design.
- 1997 Creativity Inc.Award for Graphic Design  
Kennedy Health System Collateral Published in Creativity Annual '97
- 1997 Jasper Award for Graphic Design  
Kennedy Health System Collateral "Visions" Magazine.
- 1998 Published in the book "Great Brochures  
Hearst Books Intl. & Watson Guptill for Kennedy Capabilities Brochure.
- 2002 Best of Show -NJ Cama Awards  
Corporate Brochure for Gillespie Advertising
- 2004 Creative Child Magazine's Seal of Excellence award.  
Childrens book "Jane NOT Plain ® and the Pearls of Wisdom,"  
a story about self esteem for girls ages 6-10.