

MORGAN KEIM

SENIOR ART DIRECTOR & GRAPHIC DESIGNER

Packaging Design | Brand Worlds | 360 Campaigns

Multifaceted Senior Art Director & Graphic Designer specializing in packaging design, brand identity systems, & integrated 360 campaigns across the alcohol beverage industry, CPG, & lifestyle categories. Skilled at translating strategy into high-impact visuals, building scalable design systems, and producing production-ready mechanicals for packaging, OOH, retail, digital, & experiential channels. Experienced in concept development, brand world evolution, & photo/video direction to deliver cohesive omnichannel storytelling.



PORTFOLIO LINK

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EDUCATION

BFA, GRAPHIC & INTERACTIVE DESIGN

West Chester University, *Sum Cum Laude* (2019)

EXPERIENCE

QUAKER CITY MERCANTILE INC.

Philadelphia, PA 5 years, 7 Months

- Served as a creative lead across global and US spirits brands, shaping visual direction, campaigns, and packaging systems.
- Collaborated with strategists, producers, animators, filmmakers, copywriters, and print vendors to bring large-scale projects from concept to delivery.
- Guided and mentored designers, delegating tasks and ensuring quality control across all creative output.
- Balanced tight deadlines, budgets, evolving client expectations, and multi-brand workloads within a fast-paced agency environment.
- Developed concepts ranging from disruptive brainstorm ideas to fully realized campaign worlds and production-ready assets.
- Other Brands Supported: Guinness, Hudson Whiskey, Fistful of Bourbon, Sailor Jerry, Lo-Fi Aperitifs, Miller High Life, Milagro Tequila, New-to-world launches

FINCH BRANDS

Philadelphia, PA, Design Intern (Fall 2018)

GODDARD SYSTEM INC.

King of Prussia, PA, Design Intern (Summer 2018)

SKILLS & TOOLS

SOFTWARE: Adobe CC (Illustrator, Photoshop, InDesign, After Effects, Lightroom), 3D tools, Figma, Microsoft Office Suite

DESIGN CAPABILITIES: Packaging Design, Brand Systems & Identities, Typography, Layout, Hierarchy, Dielines/Mechanicals, Logo Design, Print Production, Pre-press

ART DIRECTION: Concepting, Storyboarding, Photo Direction, Video Direction, Set Styling, Creative Strategy, Copywriting

COLLABORATION: Team Management, Creative Leadership, Client Presentations, Cross-functional Creative, Vendor Coordination

SELECT PROJECTS

HENDRICK'S GIN

Global Brand World, Packaging, OOH, Social, Digital & 360 Campaigns, Retail Display, POS

Led the creative evolution of Hendrick's Gin, developing key visuals, brand worlds, and integrated 360 campaigns—including major seasonal work for festive and summer moments. Concepted and executed scalable visual systems across paid, owned, and earned channels with an emphasis on social-first storytelling.

Designed and art-directed assets for large-scale OOH, retail display, POS, on-premise, digital, social, trade, and experiential channels. Developed toolkits and visual guidelines to ensure consistency across markets and teams.

Notable Highlight: Directed and designed Hendrick's largest-ever US OOH campaign, delivering 100+ nationwide placements across three creative pathways—Disruptive, Proximity, and Brand World—strategically crafted to maximize impact, visibility, and contextual relevance for the summer serve initiative.

Developed concepts for trade activations, experiential events, and on-premise programs that brought the brand's eccentric world to life. Directed photo and video shoots—sourcing and styling sets—and collaborated with filmmakers, animators, production partners, and post-production retouchers to ensure cohesive, premium execution across all channels.

HENDRICK'S GIN INNOVATIONS

Packaging, Line Extensions, LTO, & Launch Content

Executed label systems, dielines, and production-ready mechanicals for annual limited releases and innovation pipelines. Developed seasonal worlds from the ground up—building visual narratives, brand-world guidelines, and comprehensive creative toolkits for global rollout, incorporating custom compositions made from public-domain etchings. Designed and produced integrated paid and organic content across digital, social, retail, and trade channels for cohesive, consistent storytelling.

PHOTO & VIDEO ART DIRECTION

Set Styling, Production & Creative Direction

Directed photo and video shoots—working with our in-house studio and external production companies—and oversaw visual concepting, set fabrication, styling, lighting, and on-set creative approval. Collaborated closely with photographers, directors, prop stylists, and post-production retouchers to maintain consistent brand tone and achieve high-end visual execution.

NEW-TO-WORLD SPIRITS LAUNCHES

Branding, Packaging & Market-Entry Creative

Developed visual identities and packaging systems for emerging spirits brands, including naming explorations, bottle concepts, label hierarchies, and mood & tone development. Created campaign visuals, launch assets, and production-ready artwork to support go-to-market strategies and establish distinctive brand presence from day one.