

# Hugh Keenan Graphic Artist

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## Professional Summary

Innovative and versatile Graphic Artist and Illustrator with over two decades of experience across motion graphics, animation, and commercial production. Proven track record contributing to high-profile campaigns, entertainment projects, and award-winning creative. Expert in storyboarding, color scripting, concept art, and visual development, with a strong ability to translate complex ideas into compelling visual narratives.

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## Professional Experience

Provide visual development, storyboarding, concept art, and design services for leading studios, agencies, and brands across advertising, gaming, and entertainment. Collaborate closely with creative directors and multidisciplinary teams to develop visual languages, pitch materials, and production-ready assets.

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## Selected Clients

### Brand New School — Freelance 2015 – Present

Provided storyboards, pitch boards, concept exploration and design support for commercial and brand campaigns, supporting creative direction across multiple projects.

### Alma Mater — Freelance 2020 – Present

Contributed concept art and design exploration for commercial productions, supporting pitch development and visual storytelling efforts, including the award winning end title sequence for Spider Man: Across the Spider-Verse in 2014.

### W.A.R. (We Are Royale) — Freelance 2014 – Present

Developed concept art and visual language for gaming promos, helping establish distinctive brand identity in a competitive market.

## Apple Inc. — Freelance 2015 – 2016

Designed motion graphics concepts and visual development for global product launch campaigns for the iPad Pro and Apple Watch, supporting high-visibility marketing initiatives and strong audience engagement.

## Psyop — Freelance 2011 – 2014

Created pitch boards, storyboards, and visual development for commercial campaigns, contributing to industry-recognized and award-winning creative.

## Not To Scale — Freelance 2013 – 2014

Delivered visual development and design support for entertainment and brand initiatives, collaborating with multidisciplinary teams to refine narrative visuals.

## National Television — Freelance 2007 – 2013

Produced storyboards and visual concepts for animation and motion campaigns, translating creative briefs into production-ready visual frameworks.

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## Core Skills

Storyboarding, Color Scripting, Concept Art, Character Design, Typography and Graphic Design, Visual Development and Look Design, Creative Direction Support, Pitch and Presentation Development

## Technical Skills

Adobe Photoshop, Adobe Illustrator, Procreate, Cinema 4D, Adobe After Effects, Adobe Premiere, DaVinci Resolve

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## Education

BA in Film and Television Studies — Arts University Bournemouth, Poole UK