

Ruth Keating

Designing books since 2006



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Experience

Freelance

Various freelance clients

2018–Present

Hidden Orchestra

2023

Creative artworker for the new album by composer Joe Acheson. Design of vinyl cover, CD, booklet, digital singles, and logo redesign. Achieved a 70% sell-through of vinyl stock within two months of release, with CDs completely sold out.

Lady of the House

2021

Designed and art-directed a coffee table book and a logo for a movement celebrating female artists in the music industry. Propelled the campaign to an outreach of over 200 million people, earning a shortlist nomination for the BBC Radio 1 2021 Dance Impact Award. The logo's success extended to branding a new music label, while the book earned a prestigious spot in the V&A Dundee's exhibition, 'Night Fever: Designing Club Culture.'

Omnibus Press

2018–Present

Publisher focusing on musician biographies, a subsidiary of Wise Music. Designed and artworked hardback and paperback covers, picture sections, and special edition packages. Also designed their 50th Anniversary logo. Collaborated on the cover design with renowned musician Karl Bartos from Kraftwerk. Over 6000 hardback copies have been sold globally and over 500 paperback copies were sold in less than 2 weeks of being published.

Skills

Indesign, Photoshop
Illustrator, Lightroom,
Photography, XD,
Wordpress

Interests

Photography, Music and Boats!
Co-founder of Surge Co-op;
a non-profit moorings
cooperative in London.

Awards

Winner of the 2019
Paul Revere Award
for Graphic Excellence.

Full-time

Hal Leonard Europe

Snr. Designer 2018–2022

Sole UK designer at Hal Leonard Europe, spearheaded the redesign of educational, reference, and sheet music books, including new and existing series, website re-design and a new interactive game concept. Collaborated with the editorial team, authors, and external suppliers, managing imagery sourcing and illustrator commissions. Notably, designed a flagship music education book for TV presenter Yolanda Brown, earning the company acclaim through a nomination in the 'Outstanding Music Education Resource' category at the 2022 Music & Drama Awards.

Wise Music

Jr. 2006– | Mid 2008– | Snr. Designer 2012–2018

Music publishing company. Managed two designers, commissioned illustrators, designers, and photographers. Sourced imagery, cleared copyrights, photographed, and art-directed photo shoots. Designed and artworked books for musicians such as Bjork, Einaudi, Neil Cowley, and the music label, Erased Tapes.

Education

Skillshare, YouTube, LinkedIn, Lynda.com 2014–Present
Refresh Adobe software skills and design trends

East Anglia University, Cambridge

1997–2000

BA (Hons) Graphic Art

Falmouth College Of Arts, Cornwall

1996–1997

BTEC Foundation Art and Design