



# Dave Keller

Product Designer (Information Architect + UX/UI Designer + Front-End Developer)

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## Design Lead / Bnbfinder / May 2019 – Present

Built a SaaS travel listing platform from idea to 7k paid subscribers, with a dev team of 3, in a year and a half.

- + Architected, designed and developed a platform from whiteboards to a 2.0 release using an iterative agile process.
- + Developed a frontend framework and coded all the responsive UI's in 3 Create React/Next.JS apps (HTML/CSS/JS).
- + Gave bi-weekly sprint update presentations to management/sales, and helped with product planning and strategy.

## Design Lead / Phobio : Rodio / Apr 2017 – May 2019

Led design for Rodio – a communication and workforce management platform for big retail (web, iOS and Android). Within two years, we partnered/integrated with a Fortune-100 (Kronos) and signed one of the largest employee sourcing companies (MarketSource: Target/Best Buy) facilitating millions of daily employee interactions.

- + Led a product development team of 15 to build out Rodio from early idea through 20K+ users.
- + Created and maintained a design system, design files, and developer handoff for our web, iOS, and Android apps.
- + Designed and pitched a demo that solidified integration partnership contracts with Kronos, Form.com, and WorldApp.

## Design Lead + Partner / Timebomb / Sept 2015 – Nov 2017

Co-founded and led product design for this conditional messaging app (iOS and Android). Over 2 years, we raised multiple M+ investment rounds and built the idea from scratch with a product team of 10. The hip and user-friendly experience helped us land angel investors and marketing partnerships with Ellen and Warner Bros.

- + Led a product development team of 10 in conception, design and development from initial idea through 10K+ users.
- + Created pitch decks that were key in raising \$3M from multiple angel investors (including Katy Perry), and developing relationships with marketing partners The Ellen Show and Warner Bros.
- + Developed and maintained a global design system, UX flows, and production UI's through a 2.0 release.

## Product Designer + Co-Founder / Rocket Mobile / Jan 2012 – Dec 2015

Co-founded, led design and grew this agency to 20 employees working on 30+ projects – including multiple front-to-back platforms, a #1 Paid iPhone App, and became a concepting/prototyping lab for Warner Bros.

- + Led design for a team of 15 to create a CRM/CMS platform for one of the largest (and best selling) auto sales organizations in the US.
- + Pitched, designed and shipped apps for 30+ clients, including a photo editing app for A Beautiful Mess, which became a #1 Paid App in the iTunes store, and stayed a top-100 paid app for over a year.
- + Became an ideation/prototyping lab for Warner Bros – working on ideas for multiple franchises, and concepting Ellen's app 'Psych!'

## Product Designer + Co-Founder / Rocket / Aug 2008 – Jan 2012

Co-founded this indie dev shop and designed apps for 20+ clients, and launched 5 of our own apps (web, iPad, iOS) – 2 of which were featured by Apple on day 1 of the Mac App Store.

- + Ran marketing, sales and account management during the day, and designed and coded websites/apps by night.
- + Launched 5 proprietary apps, including: Concentrate – a productivity app for the Mac, Galleried – a Mac/iOS app for curating design inspiration, Clientr – a client dashboard for small agencies, and 3 iOS puzzle games.

**Interests:** playing guitar/songwriting, adventure motorcycling, indoor soccer, South America, and building tree forts with my kids.