

Keith Jeter

A person with dreams, not unlike yourself

Michigan, U.S.A.
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EXPERIENCE

Blue Cross Blue Shield, Michigan — Senior UI Designer

APRIL 2014 - PRESENT

Ensuring that all relevant digital initiatives are fully integrated into the design planning process. Creating pattern libraries and prototypes for bcbsm.com, the member portal and the Mobile app

Deluxe/Destination Rewards, Michigan — UI Developer

DECEMBER 2013 - APRIL 2014

Worked on rewards pages for Citi, Verizon, T.G.I. Fridays and AARP

Happy's Pizza LLC, Michigan — Creative Design Manager

AUGUST 2009 - DECEMBER 2013

Developed branding for the entire Happy's Pizza corporation

EDUCATION

Academy of Art University, California — MFA New Media

DECEMBER 2015

Web design, Time-Based Media and Human Centered Design studies

University of Michigan, Michigan — BFA Graphic Design

DECEMBER 2000

Graphic design, illustration and Fine Arts studies

PROJECTS

Member Portal — Building a better BCBSM Portal

Updated the entire Portal with HTML 5, Bootstrap and 508 compliance

Smart bot design — An A.I. Powered BCBSM user interface

Designing the UI for a tool designed to help users get answers about their healthcare

Mobile App redesign — Rebuilding the BCBSM Mobile App

Prototyping upgrades on the Mobile App in the Ionic Framework

SKILLS

HTML and Responsive Design

Strategic Planning

Time Management

PROGRAMS

Photoshop - Creating assets and designing comps

InVision - Building prototypes for stakeholders

Illustrator - Icon design and user flow creation

VS Code - Prototyping and app design

FAVORITES

Hobby - Designing websites

Movie - Primer

80's Movie - The Karate Kid

T.V. Show - Lost

Food - Blueberries

Song - Save me by Queen

Artist - Alphonse Mucha

