

KEITH JETER

SENIOR PRODUCT DESIGNER

END TO END PRODUCT DESIGNER

UI DESIGN

- 11+ Years of Experience
- Design
- Prototyping
- Accessibility

UX DESIGN

- 4+ Years of Experience
- Presentations
- Wireframing
- User Testing

SKILLS

- Visual Design
- Interface Design
- Branding + Brand Identity
- User Experience Design
- Prototyping/Interaction Design
- Creative Management
- Art Direction

TOOLBOX

- | | |
|----------------------|-------------|
| Adobe Creative Cloud | |
| Photoshop | Dreamweaver |
| InDesign | Illustrator |
| | XD |
| Other Tools | |
| Visual Studio Code | |
| InVision | |
| Axure | |

ASK ME ABOUT

- My love of Time Travel Movies
- Character Design
- Favorite Video Games

CONTACT

Always happy to chat
galnova@gmail.com
[linkedin.com/in/keith-jeter](https://www.linkedin.com/in/keith-jeter)

PORTFOLIO

Samples of my current projects
greyvoth.com/portfolio

WORK

Senior Product Designer

Blue Cross Blue Shield, Michigan - April 2014 - present

Collaborated with multiple product owners to deliver designs within each sprint.

Created pattern libraries and prototypes for bcbsm.com, the member portal, and the Mobile app.

Led design decisions for enterprise software, establishing a consistent style across platforms.

Mentored junior and mid-level designers to ensure high-quality design across teams.

Assisted developers in ensuring that finished products met company standards and looked visually appealing.

Designed for multiple platforms and devices on various projects, applying both efficiency and integrity.

UI Developer

Deluxe/Destination Rewards, Michigan - December 2013 - April 2014

Created rewards pages for major brands including Citi, Verizon, T.G.I. Fridays, and AARP.

Creative Design Manager

Happy's Pizza LLC, Michigan - August 2009 - December 2013

Developed comprehensive branding for the Happy's Pizza corporation, including assets for commercials, billboards, in-store displays, print media, ads, and websites

EDUCATION

MFA Web Design & New Media

Academy of Art University, California - December 2015

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

BFA Graphic Design

University of Michigan, Michigan - December 2000

Graphic design, illustration and Fine Arts studies