

KEITH JETER

SENIOR PRODUCT DESIGNER

END TO END PRODUCT DESIGNER

UI DESIGN

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

UX DESIGN

- 3+ 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 | |
| Android Studio | |
| XCode | |
| InVision | |
| Axure RP | |

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

Working with multiple product owners to ensure that all designs are completed each sprint.

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

Leading design decisions for enterprise software and aligning various platforms with one distinct style.

Mentoring mid level and entry level designers to ensure quality design across different teams.

Assisting Developers to ensure the product looks amazing and meets company standards.

Designing with integrity and efficiency for multiple platforms and devices on many different projects.

UI Developer

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

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

Creative Design Manager

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

Developed branding for the entire Happy's Pizza corporation. All 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