

# Keith Jeter

A person with dreams, not unlike yourself

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<http://greyvoth.com>

## EXPERIENCE

### Blue Cross Blue Shield, Michigan — Senior UI Designer

APRIL 2014 - PRESENT

Managing small design teams, creating pattern libraries, and prototypes for bcbsm.com, the member portal, MI Smartbot 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

### Responsive 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

Ionic and SCSS theming

HTML and Responsive Design

Managing small teams

## PROGRAMS

Photoshop - Creating assets and designing comps

Visual Studio Code - App theming and Web design

Illustrator - Icon design and user flow creation

VS Code - Prototyping, theming 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