

# Keith Jeter

A person with dreams, not unlike yourself

## 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

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## 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

