

Keith Harper

Creative Director

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SUMMARY I'm passionate about design because every day that I wake up, I have the opportunity to put a smile on someone's face—whether they are at work or at play. And while I'm serious about doing great work, I'm even more serious about having fun while I'm doing it. I thrive on laughter, bad puns, and coffee; and I think that you'll find that my co-workers agree: I'm a pretty fun guy to work with.

SKILLS Creative direction, art direction, strategy, branding, identity design, product design, visual design, user experience, interaction design, mobile, UX, UI, research, HTML, CSS, Sketch, Adobe products.

EXPERIENCE **Art Director at Ladders** New York NY, Jul 2015—Present

Collaborated with product managers, UX, sales, and marketing teams to research, set goals, and make visual design improvements to our digital products. Conducted research, testing, and crafted visual design for new marketing communications, resulting in 22% growth of active recruiters.

Vice President, Board of Directors at Narcolepsy Network New York NY, Oct 2015—Present

Set goals, effective strategy, and measures of success as a collaborator with board and exec committee. Developed a new program to sponsor support groups on the Meetup platform. Conducted research, modeled, and implemented a new membership option currently growing 150% month over month.

Lead Product Designer at Bedrocket New York NY, Aug 2014—Jul 2015

Crafted brand identities and product design for two digital products: *Boxspring* and *SlashVideo*. Mentored a team of designers, collaborated on UX and strategy, assisted with product management.

Lead Designer at Handshake New York NY, Oct 2013—Aug 2014

Developed a brand identity and extended it across all touchpoints. Met goals for higher conversions on the marketing site. Designed a new blog, landing pages, and sales and marketing communications.

Co-founder at Duo New York NY, Jun 2009—Oct 2013

Ran a studio specializing in digital products, visual design, and product design. Built a startup called *Well Crafted* with the goal of disrupting web portfolios. Built and sold a coworking space called *The Mill*.

Creative Director at Inkd (sold to AlphaGraphics) Seattle WA, Sep 2008—Jun 2009

Built company from the ground up to \$1MM ARR within the first year. Designed a new brand identity, directed product photography, defined the user experience, and mentored a team of UX designers.

Senior Designer at ZAAZ Seattle WA, Sep 2007—Sep 2008

Crafted user experiences, visual design, and UX design for *Microsoft*, *Sony*, *Helio*, and *Tom's of Maine*.

Art Director at Imagekind (sold to CafePress) Seattle WA, Jul 2006—Sep 2007

Created a cohesive visual design system, extending it across the digital product and marketing site. Improved user experience and increased site conversions. Managed and mentored a junior designer.

Freelance Design Seattle WA, May 2003—Jul 2006

Second Lieutenant in Army National Guard Rochester NY and Seattle WA, May 2003—May 2006

EDUCATION **Bachelor of Fine Arts (BFA) in Graphic Design** Rochester Institute of Technology, 2003

AWARDS **Logolounge Master Library: 3000 Type and Calligraphy Logos**, 2013

Communication Arts: Interactive Annual, 2007

Print Magazine: Regional Design Annual, 2006