

# Keith Harper

## Design Director

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### SUMMARY

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- Strategic, creative leader with a passion for designing exceptional digital and analog experiences.
- Diverse background includes experience as creative lead of two acquired technology startups, as VP of a national nonprofit's board of directors, as an Army officer, and as an entrepreneur.
- Proven track record of solving problems and prioritizing solutions in a fast-paced environment.
- Articulates the business value of design to clients / stakeholders, with excellent communication skills.
- Enjoys mentoring designers, providing honest feedback, and practicing servant leadership.

### EXPERIENCE

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#### Co-Founder

**DUO** New York NY, Jul 2009—Present

- Graphic design, product design, and brand identity work for media, financial, and technology clients.
- Built a portfolio platform called Well Crafted, and sold a coworking space called The Mill.

#### Vice President of the Board of Directors

**NARCOLEPSY NETWORK** New York NY, Oct 2016—Present

- Supervising the work of all committees as a board member of a national nonprofit.
- Facilitating communication and collaboration between volunteers, directors, and partners.
- Overseeing implementation of new business models, member programs, and fundraising activities.
- Organizing advocacy activities at a national (Washington, DC) and local level (New York Marathon).

#### Art Director

**LADDERS** New York NY, Jul 2015—Jan 2018

- Partnered with directors in marketing, sales, and engineering to design new user experiences.
- Collaborated with copywriters, marketing team, and creative director to design product marketing.
- Gathered feedback from customers, and conducted user testing with user experience researchers.

#### Lead Designer

**BEDROCKET MEDIA VENTURES** New York NY, Aug 2014—Jul 2015

- Mentor for a product design team of five designers.
- Crafted the branding and product design for two digital products with minimal supervision.
- Worked closely with engineering team and technical directors, assisted with product management.

#### Lead Designer

**HANDSHAKE** New York NY, Sep 2013—Aug 2014

- Designed new branding, extended it to all touchpoints, created a style guide for best practices.
- Increased signup conversions and customer upgrades.

#### Art Director

**INKD** Seattle WA, Aug 2008—Jul 2009

- Worked with founders to build company from \$0 to \$1MM ARR, mentoring a team of six designers.
- Designed new branding, directed photography, crafted wireframes, designed all user experiences.
- Company acquired by Alphagraphics.

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## Senior Designer

**POSSIBLE** Seattle WA, Sep 2007—Aug 2008

- Designed user experiences for clients such as Microsoft, Xbox, Sony, Redfin, Helio, Tom's of Maine.

## Art Director

**IMAGEKIND** Seattle WA, Jul 2006—Sep 2007

- Crafted a consistent visual language across all product design and marketing touchpoints.
- Managed one direct report (junior designer) in a leadership role.
- Company acquired by Cafepress.

## Second Lieutenant

**ARMY NATIONAL GUARD** Seattle WA, May 2003—Jul 2006

- Managed two direct reports (non-commissioned officers) in a leadership role.
- Ensured training and readiness of a 16 soldier communications platoon.

## EDUCATION

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### Bachelor of Fine Arts (BFA) in Graphic Design

Rochester Institute of Technology, 2003

## AWARDS

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- **Logolounge Master Library** 3000 Type and Calligraphy Logos 2013
- **Communication Arts** Interactive Annual 2007
- **Print Magazine Regional** Design Annual 2006

## SKILLS

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Creative Direction	Brand Development	Wireframes
Art Direction	Typography	Prototyping
Design Thinking	Product Design	User Research
Creative Writing	Mobile Apps	Usability Testing
Copywriting	Responsive Design	Agile Methodologies
Strategic Planning	User Interface Design	Lean Startup
Strategic Thinker	User Experience Design	Cloud Software
Project Management	Information Architecture	Adobe Creative Suite
Management Experience	UI Design	Adobe Photoshop
Presentation Skills	UX Design	Adobe Illustrator
Graphic Design	UI/UX Design	Adobe InDesign
Visual Design	Interaction Design	Adobe After Effects
Brand Storytelling	Content Design	HTML
Branding	Product Marketing	CSS
Brand Identity	Advertising	Sketch
Brand Strategy	Social Media	Invision