

Keith Harper

Design 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 creating great work, I'm even more serious about having fun while doing it. I thrive on laughter, coffee, and bad puns.
- SKILLS** Creative direction, art direction, branding, strategy, brand identity design, design thinking, graphic design, product design, user interface (UI) design, user experience (UX) design, mobile design, agile, prototyping, HTML, CSS, PHP, Sketch, Invision, Adobe Photoshop, Illustrator, InDesign, management.
- EXPERIENCE**
- Art Director at Ladders** New York NY, Jul 2015—Present
Collaborating with copywriters, designers, sales, and marketing directors to craft on-brand messaging to both existing and prospective customers. Implementing a visual redesign of the Recruiter product. Assisting creative directors and UX researchers to make iterative improvements to digital products.
- Lead Designer at Bedrocket** New York NY, Aug 2014—Jul 2015
Mentored a team of five product designers. Crafted new brand identities for *Boxxspring* and *SlashVideo*, two video products. Collaborated on UX and product strategy, and assisted with product management.
- Lead Designer at Handshake** New York NY, Oct 2013—Aug 2014
Designed a new brand identity and extended it across all touchpoints. Collaborated with marketing manager to increase signup conversions and upgrades. Designed everything from a brand new blog to landing pages, sales collateral, marketing communications, office signage, and marketing emails.
- Co-founder at Duo** New York NY, Jun 2009—Oct 2013
Ran a small studio specializing in visual design and product development. Co-founded 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
Mentored a team of six designers. Built company from the ground up to \$1MM ARR within first year. Designed a new brand identity, directed product photography, and defined all user experiences.
- 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
Managed and art directed the work of a junior designer. Crafted and extended a consistent design language across all brand touchpoints, including marketing, digital products, and email templates.
- 2nd Lieutenant in Army National Guard** Rochester NY 2003—2006
Managed two non-commissioned officers. Responsible for training and readiness of 15-soldier unit.
- EDUCATION** **Bachelor of Fine Arts (BFA) in Graphic Design** Rochester Institute of Technology, 2003
- VOLUNTEER** **Vice President (VP) Board of Directors at Narcolepsy Network** New York NY, Oct 2015—Present
Overseeing the work of all committees. Collaborating with board members and executive director to define strategy, goals, and measures of success across the organization and all of its programs.
- AWARDS** **Logolounge Master Library: 3000 Type and Calligraphy Logos**, 2013
Communication Arts: Interactive Annual, 2007
Print Magazine: Regional Design Annual, 2006