

# Keith Harper

## Creative Director

keith@meetduo.com + meetduo.com  
303 E 83rd St Apt 19A, New York, NY  
206.351.4765

**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, branding, strategy, design thinking, identity design, visual design, product design, user interface (UI) design, user experience (UX) design, mobile design, prototyping, agile, HTML, CSS, PHP, Sketch, Invision, Adobe Photoshop, Adobe Illustrator, Adobe InDesign.

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

Collaborated with copywriters, designers, sales, and marketing directors to craft on-brand messaging to both existing and prospective customers. Implemented a visual redesign of the Recruiter product. Assisted creative directors with iterative improvements to product and marketing communications.

**Vice President (VP) Board of Directors at Narcolepsy Network** New York NY, Oct 2015—Present  
Collaborated with board members and exec director to define strategy, goals, and measures of success.

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

Mentored a team of five product designers. Crafted new brand identities for *Boxspring* 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

Managed a contract designer. Developed a new brand identity and extended it across all touchpoints. Collaborated with marketing manager to increase signup conversions and upgrades. Designed a new blog, 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 a junior designer. Crafted and extended a visual language across all brand touchpoints.

**Officer (2nd Lieutenant) in Army National Guard**

Managed training and readiness of a 15-member communications platoon. Rochester NY 2001—2004  
Helped prepare an intelligence company for deployment to Afghanistan. Seattle WA, 2004—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