

# Keith Harper

## Lead Designer / Art Director

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### SUMMARY

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- Diverse background including experience as creative lead of two startups that were acquired, as VP of a national nonprofit's board of directors, as an Army officer, an entrepreneur, and in creative agencies.
- Proficient at translating business goals into creative strategy, and delegating work within a team.
- Proven track record of shipping projects on time, on budget, with a solid return on investment.
- Capable of solving problems and prioritizing solutions in a fast-paced environment.
- Fosters a culture of collaboration, communication, creative exploration, and tactical efficiency.
- Able to articulate the business value of design decisions to stakeholders and clients.
- Maintains a superior attention to detail and excellent communication skills.
- Curious, flexible, and confident, with a positive attitude and good sense of humor.

### WORK EXPERIENCE

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#### Senior Art Director

**LADDERS** New York NY, Jul 2015—Present

- Partnering with marketing, sales, and technical directors to plan the digital transformation of the Recruiter product into an enterprise software as a service (SAAS) platform.
- Working iteratively with UX, engineering, and customer service to review research, gather user feedback, conduct split tests, and improve the overall user experience.
- Collaborating with copywriters and marketing team to craft on-brand communications.

#### Lead Designer

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

- Mentor for a team of five product designers.
- Crafted the branding 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 future creative work.
- Worked to collaborate with marketing manager to increase signup conversions and upgrades.
- Designed everything from blogs to landing pages, sales materials, presentations, and office signage.

#### Co-founder

**DUO** New York NY, Jul 2009—Sep 2013

- Ran a small studio specializing in visual design and software development for digital products.
- Built an online portfolio platform called Well Crafted, and sold a coworking space called The Mill.

#### Art Director

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

- Worked in collaboration with founders and engineering to build company from \$0 to \$1MM ARR.
- Mentored a team of six designers in a leadership role.
- Designed new branding, directed product photography, crafted wireframes, information architecture, interaction design, and created a style guide for consistent visual design.

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## Senior Designer

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

## Senior Designer

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

- Crafted a consistent visual language across all brand touchpoints (marketing site, product UI, emails).
- Managed a junior designer.

## Second Lieutenant

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

- Responsible for training, health, and readiness of a 16 soldier communications platoon.
- Managed two non-commissioned officers in a leadership role.

## EDUCATION

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

Rochester Institute of Technology, 2003

## VOLUNTEER EXPERIENCE

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### Vice President (VP) of the Board of Directors

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

- Overseeing the work of all committees in a leadership role, and reporting on activities each month.
- Committed to facilitating communication and teamwork between directors, volunteers & consultants.
- Continuously identifying and recruiting new board nominees.
- Researching and implementing new business models for membership.
- Utilizing innovative technologies to power local support groups.

## SKILLS

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Creative Direction	Branding	Interaction Design	Agile	Adobe Creative Suite
Art Direction	Brand Identity	Wireframes	Lean	Photoshop
Design Thinking	Typography	Info Architecture	HTML	Illustrator
Creative Writing	Product Design	Prototypes	CSS	InDesign
Strategic Planning	Mobile Design	User Research	Javascript	After Effects
Project Management	UI Design	User Testing	Android	Sketch
Graphic Design	UX Design	Usability	iOS	Invision

## 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