

Keith Harper

Design Director

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SUMMARY

I'm a versatile, collaborative design leader with 6 years of management experience and a passion for building software products. My experience spans product design, UI/UX, branding, and print design over 15+ years.

PROFESSIONAL EXPERIENCE

Freelance Design, Sep 2019—Present **Duo**, New York, NY

Consulting and design strategy for technology companies, startups, and mission-driven organizations.

Design Director, Apr 2018—Sep 2019 **Vocabulary.com**, New York, NY

Recruited, hired, and managed creative talent, executed hands-on design as needed. Set creative vision for an educational software product used by millions of students and ten of thousands of schools across the United States. Inspired creative talent to produce excellent work. Planned and oversaw work streams of all projects.

- Illustrated over 100 achievement badges for gamified system, leading to increased customer engagement.
- Planned and executed a major website expansion, unlocking an additional revenue stream from publishers.

President - Board of Directors, Oct 2015—Present **Narcolepsy Network**, New York, NY

Oversees multiple initiatives, managing work streams of 7 committees, 4 programs, and 7 multi-disciplinary board directors. Sets vision for the organization, ensuring alignment of strategic initiatives, project goals, and timelines across teams. Reviews and provides constant feedback to Executive Director. Implements processes to solve complex problems with a data-driven decision making process.

- Joined the New York City Marathon as an official charity partner, raising over \$100,000 in donations.
- Launched a support program that connects over 1,100 people in 17 states across the United States.
- Crafted a weekly email schedule, generating 100% growth in email communications.
- Implemented a new tiered membership model, resulting in a 28% revenue increase.

Art Director, Jul 2015—Apr 2018 **Ladders**, New York, NY

Leveraged customer feedback and user research to deliver world-class solutions to 8 million job seekers. Produced product designs and marketing communications in collaboration with cross-functional teams by working closely with Product, Marketing, Sales, Engineering, and UX researchers.

- Increased profits 22% by transforming Recruiter platform into a revenue-generating platform.

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Lead Designer, Aug 2014—Jul 2015
Bedrocket Media Ventures, New York, NY

Mentor for a team of 5 designers at Bedrocket, spearheading design and branding for two video products.

Lead Designer, Sep 2013—Aug 2014
Handshake, New York, NY

Designed a new Handshake brand identity, extending it across all touchpoints and marketing collateral.

Co-Founder, Jul 2009—Sep 2013
Duo, New York, NY

Built and launched the first responsive portfolio for designers, a platform called *Well Crafted*.
Developed and sold a coworking space in Seattle called *The Mill*, which served dozens of freelancers.

Art Director, Aug 2008—Jul 2009
Inkd, Seattle, WA

Senior Designer, Sep 2007—Aug 2008
Possible, Seattle, WA

Art Director, Jul 2006—Sep 2007
Imagekind, Seattle, WA

Leadership role managing performance of a visual designer for an online art business.

2nd Lieutenant, May 2003—Jul 2006
Army National Guard, Rochester NY and Seattle, WA

Leadership role managing performance of two non-commissioned officers in a signal / intelligence unit.

EDUCATION:

Bachelor of Fine Arts in Graphic Design, Rochester Institute of Technology 2003

SKILLS

Brand Identity Design

User Interface Design

Product Design

Adobe Creative Suite

Excellent Communication Skills

Performance Management

User Experience Design

Sketch / Agile / CSS

User Research

Creative Strategy

People Management

Project Management

Mobile Applications

Strategic Direction