

Keith Harper

Creative & Design Director

BRAND DESIGN | PRODUCT DESIGN | USER EXPERIENCE (UX) | TEAM LEADERSHIP

Versatile design leader whose work on emerging B2C and B2B technology brands has propelled brand awareness, demand generation, user engagement, and revenue growth. Highly collaborative, aligning with stakeholders across functions to meet business and customer priorities and set up sales team for success.

Business-driven and committed to shipping on time and on budget. Strong in-house and agency experience, with influence and impact on creative vision through project execution. Relevant early career experiences as an officer in the military, and as an entrepreneur building a software product from scratch.

Motivating creative team leader and player-coach. Recruit, hire, manage, and develop creative talent, consistently understanding and tapping each team member's motivations and engaging their highest performance. Listen, communicate, empower, and build a positive and productive culture.

Experience

Clover (a Fiserv company) | New York, NY

BRAND DESIGN MANAGER (DIRECTOR-LEVEL) JAN 2023—JAN 2025

Lead creative direction with a focus on increasing brand awareness and filling top of the sales funnel for a product used by 760K merchants worldwide. Collaborate closely with global brand, content, hardware, demand gen, and product marketing leaders. Direct internal team members & external agencies.

- Spearheaded relaunch of Clover.com, working closely with the VP of marketing, their team, and external agency to save a project that was off-track, off-brand, and far behind schedule. Infused new brand identity into the website within 6 weeks.
- Drove 2023 buildout of Brand Playbook and template library in close alignment with marketing team. Built momentum with internal and agency partners to bring brand identity to life across multiple touchpoints in a consistent & cohesive manner. Crafted roadmaps with partners to deliver full implementation of new branding.
- Realized 6% YOY increase in total brand awareness (6% among SMB targets) from 2023–2024, kept top-of-funnel numbers steady even with 40% reduction in ad spend.
- Upgraded and professionalized project management process from a spreadsheet-based system to Jira. Re-established trust with marketing team, built relationships with other internal partners, and ensured execution against their roadmaps.

DESIGN OPS LEAD, NOV 2020—JAN 2023 | PRODUCT DESIGN, FEB 2020—NOV 2020

Steered key initiatives that were focused on improving collaboration, breaking down silos, increasing efficiency, and building a stronger culture across 5 product design teams. Simultaneously began directing workload of the brand design team in 2022.

- Managed project to plan and launch new design system called Sprout, which improved consistency in the user experience and earned recognition by CEO.
- Led development of an *Experience Model* to create the future user experience of our software, providing a north star for both executives and the product / design org.

CONTACT

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PORTFOLIO

www.meetduo.com

SKILLS

Vision & Strategy
Creative Execution
Project Management
Digital Ads
Social Media
Print Design
Packaging
Environmental
Creative Direction
Art Direction
Team Operations
Team Processes
Agency Management
Communication

TECHNOLOGIES

Adobe Creative Suite
Photoshop
Illustrator
InDesign
After Effects
Figma
Sketch
Keynote

Duo Creative | New York, NY

DESIGNER, SEP 2019—FEB 2020

Provided consulting and design strategy for technology companies.

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Vocabulary.com | New York, NY

DESIGN DIRECTOR, APR 2018—SEP 2019

Set the creative vision for educational software product, to increase engagement for over 3.8 million students, and retain market share among 56,000+ schools. Planned and oversaw all projects, hired and managed creative talent.

- Drove end-to-end project to revamp students' achievements. Created a new system of over 100 badges across 5 categories and elevated the website's user experience.
- Realized jumps in engagement across the board, including new student competitions within schools and districts. Initiative viewed as resounding success for the company.

Ladders | New York, NY

ART DIRECTOR, JUL 2015—APR 2018

Delivered world-class brand, website, and product design for 8 million+ job seekers. Leveraged user feedback and collaborated closely with product, marketing, sales, engineering, and UX partners. Played central role in driving a 22% revenue increase by turning free recruiter software into a paid platform in a crowded market.

Bedrocket Media Ventures | New York, NY

LEAD DESIGNER, AUG 2014—JUL 2015

Mentored a team of 5 designers on the design and UX of a content management system for video-centric websites, and designed the brand identity for this product.

Handshake (acquired by Shopify) | New York, NY

LEAD DESIGNER, SEP 2013—AUG 2014

Designed new, elevated visual identity and extended it across all brand touchpoints. Created brand guidelines, collateral, sales sheets, blog illustrations, and landing pages to increase leads, conversions, and help sales team move further upmarket.

Duo Creative | New York, NY

ENTREPRENEUR JUL 2009—SEP 2013

Provided consulting and design strategy for technology, media, and financial services. Built a digital portfolio platform (Well Crafted) and a coworking space (The Mill).

Prior Experiences

Officer (Second Lieutenant) in the Army National Guard, Art Director, Designer.

Additional Leadership

Narcolepsy Network | New York, NY

BOARD PRESIDENT, 2019—PRESENT | VP, 2016—2019 | DIRECTOR, 2015—2016

Sets vision and priorities for a patient advocacy organization dedicated to improving the lives of people with Narcolepsy and Idiopathic Hypersomnia. Ensures alignment of strategic initiatives, goals, and initiatives across all committees and programs.

Education

Rochester Institute of Technology | Rochester, NY

BACHELOR OF FINE ARTS IN GRAPHIC DESIGN