| Keith Jeter**Lead Product Designer/Design Manager**Leading and facilitating design for enterprise software products | Michigan, U.S.A.**(313) 850-9515****galnova@gmail.com**[**http://greyvoth.com/portfolio**](http://greyvoth.com/portfolio)[**http://linkedin.com/in/keith-jeter**](http://linkedin.com/in/keith-jeter) |
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| **EXPERIENCE**Blue Cross Blue Shield, Michigan — *Design Manager*APRIL 2014 - PRESENTOnboarding and training designers to ensure efficient teams for BCBSM.Collaborating with multiple product owners to understand their needs each sprint.Creating pattern libraries, design systems and prototypes for bcbsm.com, the member portal, and the Mobile app.Facilitating design decisions for enterprise software and establishing a consistent style across platforms.Assisting developers in ensuring that finished products meet company standards while looking visually appealing.Designing for multiple platforms and devices on various projects, applying both efficiency and integrity.Deluxe/Destination Rewards, Michigan — *UI Developer*DECEMBER 2013 - APRIL 2014Created rewards pages for major brands including Citi, Verizon, T.G.I. Fridays, and AARP.Happy’s Pizza LLC, Michigan — *Creative Design Manager*AUGUST 2009 - DECEMBER 2013Developed comprehensive branding for the Happy's Pizza corporation, including assets for commercials, billboards, in-store displays, print media, ads, and websitesEDUCATIONAcademy of Art University, California — *MFA New Media*DECEMBER 2015Web design, Time-Based Media and Human Centered Design studiesUniversity of Michigan, Michigan — *BFA Graphic Design*DECEMBER 2000Graphic design, illustration and Fine Arts studies | **SKILLS**User Experience DesignVisual DesignInterface DesignBranding + Brand IdentityPrototypingInteraction DesignCreative ManagementArt DirectionPROGRAMS**Figma** - Wireframing and designing comps and user flows**Photoshop -** Creating assets and designing comps**Illustrator** - Creating assets**InVision** - Prototyping**VS Code** - App Design**InVision** - Interactive Design |

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| **ADDITIONAL BLUE CROSS BLUE SHIELD OF MICHIGAN RESPONSIBILITIES****Design Management:*** Collaborating with cross-functional teams to deliver successful design solutions that achieve business objectives and improve user experience.
* Managing relationships with external design agencies to ensure high-quality design work within agreed timelines and budgets.
* Managing multiple designers to ensure design consistency and quality.
* Mentoring and training junior designers to develop their skills and grow within the organization.
* Assisting in removing blockers and ensuring designers have what they need to complete their tasks.

**Design Work:*** Designing dozens of Member Portal prototypes that effectively communicate design concepts and receive positive feedback.
* Redesigning Member Portal pages and improving visual design and messaging.
* Increasing user engagement by redesigning BCBSM's mobile app and improving user experience and interface design.
* Coordinating with the marketing team to ensure design solutions are consistent with the brand and marketing objectives.
* Creating design assets and maintaining design documentation.
* Successfully launching multiple BCBSM products on time and within budget, resulting in positive user feedback and high adoption rates.

**Design Process:*** Identifying gaps in the existing design processes and creating new ones where necessary.
* Ensuring that the design processes are efficient, standardized, and aligned with overall goals and objectives.

**Design Standards:*** Developing and maintaining a set of design standards that guide the design team's work.
* Ensure that all design solutions are of high quality, meet user needs, and are consistent with brand guidelines.

Keith Jeter**Lead Product Designer/Design Manager**Leading and facilitating design for enterprise software products**ADDITIONAL BCBSM RESPONSIBILITIES - CONTINUED****Consistency:*** Ensuring that design solutions are consistent across all products, platforms, and channels.
* Establishing and enforcing design guidelines, conducting design reviews, and providing feedback to designers.

**Efficiency:*** Identifying ways to streamline the design process, reducing time-to-market, and increasing the team's productivity.
* Automating repetitive tasks, improving collaboration tools, or simplifying design workflows.

**Design Excellence:*** Inspiring and motivating multiple teams to produce outstanding design solutions.
* Providing onboarding, training, and recognition to create a supportive work environment.

**Design Alignment:*** Onboarding teams to understand design goals and maintain a level of quality as a team.
 | **TEAM ACCOMPLISHMENTS**Design System CreationPattern Library CreationPrototype CreationMobile App Redesign in IonicMember Portal RedesignMember Portal Virtual AssistantCSS OptimizationHTML OptimizationMY ACCOMPLISHMENTSCreating a stream like design system using figmaDeveloping cross-functional organizational skillsGaining experience in interdisciplinary teamworkExploring new design frameworks to enhance my skillsGaining an understanding of the needs of my teamFostering an environment of innovation within my teamMichigan, U.S.A.**(313) 850-9515****galnova@gmail.com**[**http://greyvoth.com/portfolio**](http://greyvoth.com/portfolio)[**http://linkedin.com/in/keith-jeter**](http://linkedin.com/in/keith-jeter)**ADDITIONAL SKILLS**WireframingIllustrationTime-based mediaVideo EditingADDITIONAL PROGRAMS**Procreate** - Animation and Illustration**InVision** - Layout Design |