Keith Jeter

Lead Product Designer/Design Manager

Leading and facilitating design for enterprise software products

Michigan, U.S.A.
(313) 850-9515
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http://greyvoth.com/portfolio
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EXPERIENCE

Blue Cross Blue Shield, Michigan — *Design Manager*

APRIL 2014 - PRESENT

Onboarding 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 2014

Created 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 2013

Developed comprehensive branding for the Happy's Pizza corporation, including assets for commercials, billboards, in-store displays, print media, ads, and websites

EDUCATION

Academy of Art University, California — *MFA New Media*

DECEMBER 2015

Web design, Time-Based Media and Human Centered Design studies

University of Michigan, Michigan — *BFA Graphic Design*

DECEMBER 2000

Graphic design, illustration and Fine Arts studies

SKILLS

User Experience Design

Visual Design

Interface Design

Branding + Brand Identity

Prototyping

Interaction Design

Creative Management

Art Direction

PROGRAMS

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.

TEAM ACCOMPLISHMENTS

Design System Creation

Pattern Library Creation

Prototype Creation

Mobile App Redesign in Ionic

Member Portal Redesign

Member Portal Virtual Assistant

CSS Optimization

HTML Optimization

MY ACCOMPLISHMENTS

Creating a stream like design system using figma

Developing cross-functional organizational skills

Gaining experience in interdisciplinary teamwork

Exploring new design frameworks to enhance my skills

Gaining an understanding of the needs of my team

Fostering an environment of innovation within my team

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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.

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ADDITIONAL SKILLS

Wireframing

Illustration

Time-based media

Video Editing

ADDITIONAL PROGRAMS

Procreate - Animation and Illustration

InVision - Layout Design