Keith Jeter, MFA in User Experience Design

Lead Product Designer/Design Manager

Leading and facilitating design for enterprise software products

Experience

Blue Cross Blue Shield - Detroit, MI - Design Manager
APRIL 2014 - PRESENT

My BCBSM Duties:

- Collaborated with product owners to ensure alignment between design team outputs and product requirements.

- Participated in management meetings to refine design processes and deliverables.

- Contributed to high-level decision-making for implementing design systems across teams.

- Selected frameworks and established best practices for designers.

- Developed high-level prototypes to guide multiple development teams.

- Resolved day-to-day designer issues and blockers to maintain productivity.

- Worked closely with content writers to align project vision and messaging.

- Ensured UX wireframes met quality standards and company vision through close collaboration.

- Addressed and resolved developer concerns regarding UI components during implementation.

- Managed urgent, high-priority issues to ensure timely project delivery.

- Coordinated cross-disciplinary efforts to follow projects through to completion.

- Mediated team dynamics during stressful sprints, fostering a collaborative environment.

- Maintained a positive and optimistic attitude to motivate and inspire teams.

- Conducted one-on-one meetings with designers to provide guidance and support.

- Reported team and designer performance updates to management.

- Assessed and contributed to talent acquisition, ensuring the hiring of top candidates.

- Facilitated backend developers with necessary resources from front-end designers.

- Advocated for user-centric design by understanding and addressing user needs.

- Inspired and empowered junior designers, fostering growth and innovation.

Michigan, U.S.A.
(313) 850-9515
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http://greyvoth.com/portfolio
Password by Request
http://linkedin.com/in/keith-jeter

SKILLS

Design Management

Creative Management

Design Strategy

Art Direction

Design System Integration

Pattern Library Creation

Branding + Brand Identity

User Experience Design

Interaction Design

Interface Design

Visual Design

Wireframing

Prototyping

Illustration

Time-based media

Video Editing

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Additional BCBSM Responsibilities - Breakdown

Design Leadership:

- Spearheaded cross-functional collaborations to deliver design solutions that align with business goals and elevate user experience.

- Cultivated partnerships with external design agencies, ensuring timely, high-quality deliverables within budget constraints.

- Oversaw a team of designers, maintaining design consistency and upholding quality standards across all projects.

- Provided mentorship and professional development opportunities for junior designers, fostering growth and skill enhancement.

- Acted as a facilitator by identifying and removing obstacles, enabling designers to focus on delivering their best work.

Design Creation:

- Crafted numerous Member Portal prototypes, effectively translating design concepts into impactful user experiences.

- Led the visual and functional redesign of Member Portal pages, enhancing clarity and user engagement.

- Played a key role in the redesign of the BCBSM mobile app, resulting in improved user interface and elevated user satisfaction.

- Worked closely with the marketing team to align design initiatives with brand identity and marketing strategies.

- Produced design assets and maintained comprehensive design documentation, ensuring consistent project execution.

- Successfully led the launch of multiple BCBSM products, meeting deadlines and budget requirements while earning strong user adoption and positive feedback.

Design Optimization:

- Identified inefficiencies within existing design workflows, implementing new processes to streamline operations.

- Standardized design processes to ensure alignment with broader organizational goals and objectives.

Design Integrity:

- Established and upheld design standards, ensuring all team outputs meet user needs, adhere to brand guidelines, and maintain a high level of quality.

TEAM ACCOMPLISHMENTS

Design System Creation

Pattern Library Creation

Mobile App Redesign in Ionic

Member Portal Redesign

Member Portal AI Assistant

CSS/HTML Optimization

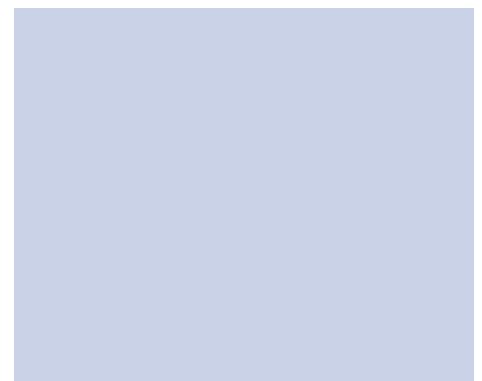## MY ACCOMPLISHMENTS

Working on a Design System

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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Additional BCBSM Responsibilities - Breakdown - continued

Design Consistency:

- Maintained uniformity in design solutions across all products, platforms, and channels by establishing and enforcing comprehensive design guidelines.

- Conducted thorough design reviews and provided constructive feedback to ensure adherence to standards and alignment with the brand's vision.

Design Efficiency:

- Streamlined the design process to enhance productivity and reduce time-to-market, utilizing automation for repetitive tasks and improving collaboration tools.

- Simplified design workflows to ensure the team operates at optimal efficiency, enabling faster delivery of high-quality products.

Design Excellence:

- Inspired and empowered teams to achieve exceptional design outcomes, fostering a culture of creativity and excellence.

- Facilitated onboarding, continuous training, and recognition programs to cultivate a supportive and motivated work environment.

Design Alignment:

- Ensured alignment across teams by onboarding them with a clear understanding of design goals, thereby maintaining consistent quality standards throughout projects.

- Guided teams to maintain a unified approach towards achieving design objectives, ensuring cohesive and high-quality outputs across the board.

Additional Company Experience

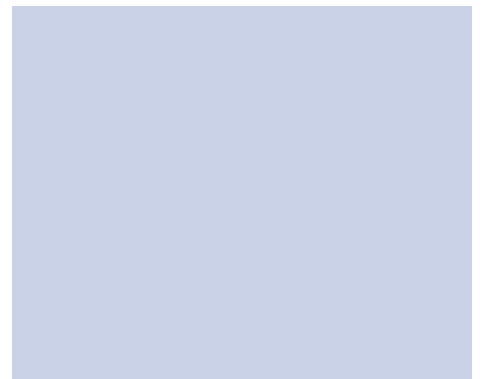**Deluxe/Destination Rewards** - Plymouth, MI - UI Developer
DECEMBER 2013 - APRIL 2014

Created rewards pages for major brands including Citi, Verizon, T.G.I. Fridays, and AARP.

Happy's Pizza LLC - Farmington, MI - 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.

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PROGRAMS AND SOFTWARE

Figma

Photoshop

Illustrator

Visual Studio Code

Procreate

Dream Weaver

Premiere

InDesign

Xcode

Android Studio

Clip Studio Paint

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Education

Academy of Art University, California - MFA UX Design
DECEMBER 2015

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

Some of the courses taken

• Principles of UX (WNW_606)

• Balancing Creativity and Profitability (GLA_610)

• Interactive Design & Concepts (WNM_643)

• Interactive Infographics (WNM_661)

• Making Ideas Visible (GR_616)

• Typography for Digital Masters (WNM_605)

• Advanced Digital Imaging (WNM_619)

• Topics in Motion Graphics (WNM_613)

• Time Based Media (WNM_642)

• Web Technology 2 (WNM_618)

• Sound Specific (WNM_611)

• Art and Ideology (GS_602)

The University of Michigan - BFA Graphic Design
DECEMBER 2000

Graphic design, illustration and Fine Arts studies

Some of the courses taken

• Graphic Design V

• Digital Art and Design

• Design Principals and Communications

• Advanced Painting

• Color Theory and Pattern Design