

262 Sidney Street, Unit 2R,
Cambridge, MA 02139
617.233.1934
keith@keithcampbelldesign.com



PORTFOLIO

<http://www.keithcampbelldesign.com>

LINKEDIN

<http://www.linkedin.com/in/keithcampbelldesign>

SKILLS

- **SOFTWARE:** Adobe Creative Suite (Photoshop, Illustrator, InDesign, Dreamweaver, Flash), Microsoft Office, Visio, Omnigraffle, RTC, and Litmus
- **LANGUAGES:** CSS, HTML, JavaScript, jQuery
- **CONTENT MANAGEMENT SYSTEMS:** Drupal, Ektron, and Wordpress
- Windows OS / Mac OS

EDUCATION

Master of Fine Arts, Graphic Design
Boston University, Boston, MA

Bachelor of Fine Arts, Graphic Design
Rochester Institute of Technology,
Rochester, NY

AWARDS

Top Product of the Year: HR Executive Magazine, 2011, Beknown.com

Innovation Leader: HR Executive and Information Week, 2010, Monster.com - SeeMore and 6Sense products.

People's Voice - Best Employment Site: Webby Awards, 2009, Monster.com

Boston Globe Impact Awards:

- Subscriber Services/Boston Globe Extras site redesign & launch 2008
- Newspaper in Education On-line Order Entry 2007
- BostonGlobeMedia.com site redesign & launch 2006

Massachusetts Innovation & Technology Exchange (MITX) Award: 2006, BostonGlobeMedia.com

CERTIFICATIONS / COURSES

Certified Scrum Master: The Scrum Alliance, September 2013 – Present

UX Intensive Alumni: Adaptive Path, Chicago 2011 - Workshop on UX Design Strategy, UX Research, Information Architecture & Interaction Design.

REFERENCES

Available upon request.

SUMMARY

User-centered design leader with 11+ years experience in UX design, visual design and creative direction. Passionate about evangelizing why design matters within organizations, to enable them to create intuitive and beautiful interfaces that meet users' needs and propels business goals. I enjoy building and leading cross-functional UX teams, that provide a vibrant resource for an organization, yet foster an environment where creative professionals can excel.

Specialties: User Experience (UX), Creative Direction, Design Strategy, Team Leadership, Visual Design, Web Design, Graphic Design, User Centric Design, Information Architecture, Interaction Design, User Interface Design, Mobile Strategy, SaaS Application Development, E-Commerce, Online Marketing, Agile/Scrum Methodologies. Ancillary: CSS, HTML, Usability Testing, Lean Prototyping.

EXPERIENCE

User Experience Consultant, 9/2013 – Present
Bank of America Merrill Lynch, Boston, MA

- Collaborating as part of a small UX, Product, and Development team to redesign the user experience of an online benefits portal solution.
- Establishing creative direction, brand guidelines, web components and framework structures for consistency and ease of implementation across multiple platforms.

Manager of Visual Design, Global User Experience, 11/2011 – 8/2013
Monster, Cambridge, MA

As co-manager of Monster's Global UX team (12 people), I led an interdisciplinary, international team responsible for Product Design, User Experience, Information Architecture, Content Strategy, and Usability Research. I directly led the activities of the Visual Design team consisting of 6 designers in 3 locations. Managing their daily workflow and providing creative direction and feedback. As a team, we maintained the UI for Monster, and it's online entities globally with a presence in 30+ countries.

- Work included products for job seekers, recruiters, employers and government contracts.
- Maintained and evolved the global design strategy, site guidelines and pattern library.
- Engaged with leadership cross-functionally to infuse why design strategy matters.
- Collaborated closely with Marketing and Advertising Operations teams to maintain brand guidelines for online instances. Established an interactive ad platform offering that generated \$400,000 in incremental revenue in less than a year.
- Maintained close dialog with engineering team to bring tighter collaboration, speed development, lighten page weight, and raise quality standards.
- Made the UX workflow transparent within the Monster organization. Implemented request system that provided capacity and delivery timelines of assets. Allowed the UX team to meet business requirements, yet built in enough time for concepting and investigating design solutions.

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Manager of Visual Design, Global User Experience,
Monster, Cambridge, MA

11/2011 – 8/2013

- Involved in extensive site-wide overhauls: Employer E-commerce platform redesign (2009). Seeker site overhauls (2010, 2012) - addressing design updates, optimizing page load, and streamlining development lifecycle.
- Designed apps for Android, iPhone, and iPad across 30+ countries.
- 508 & WCG Accessibility overhauls to Monster's sites in 2011-2012.

Senior Visual Designer, Global User Experience,
Monster, Maynard, MA

8/2008 – 10/2011

- Led visual design team to translate conceptual ideas into engaging visual presentations and design solutions.
- Conceptualized and created brand-consistent, easy-to-use, attractive and meaningful user interfaces (and other design deliverables: layouts/UI's, widgets, patterns, color pallettes, typography, wireframes, workflows, iconography and user interface elements).
- Communicated design thinking in a way that all parties involved (engineers, product managers, partners, etc.) understood, through appropriately detailed specifications and reviews.
- Participated and collaborated in concept development and design ideation to help define a creative strategy base on Monster's brand guidelines.
- Daily provided design expertise to the organization and work directly with Web Development and Software Engineering teams.

Senior Web Designer, The Boston Globe, Boston, MA

8/2005 – 8/2008

- Creative lead for The Boston Globe's in-house interactive services department.
- Our services were requested from a wide range of departments, including the Globe's Editorial, Advertising and Subscriber services teams. As part of this design team I worked on a diverse set of projects including: interactive web features, animated web ads, micro-sites for promotional campaigns, info-graphics, photo galleries, kiosks, E-mail campaigns, tutorials, and corporate sales presentations.

Senior Designer, Citizens Bank, Westwood, MA

2/2003 - 5/2005

- Creative lead responsible for end-to-end development of projects, ranging from print collateral campaigns to motion media/web advertising campaigns.
- Responsibilities included strategic branding, creative development and conceptual work, extensive client interaction, and team mentorship.
- Corporate conduit to the rest of the company (Citizens Financial Group partners, divisions of Citizens Bank and Charter One Bank) for ensuring corporate brand and graphic standards were followed by internal colleagues and external business partners and vendors.

Adjunct Professor, Mount Ida College, Newton, MA

9/2004 - 5/2009

- Instructed Web Site Design class covering the latest web design, best practices, technologies, software and user interface design principles
- Instructed Advanced Web Site Design class utilizing Flash and Actionscript to enable students to create rich web content and experiences.

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REFERENCES

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Principal, Keith Campbell Design, Cambridge, MA

2/2002 - Present

- Ongoing assignments for independent clients. Projects include direction, design, development, consulting, corporate identity and online ad creation.
- Involved in all aspects of the design process including client management, facilitation, art direction, project management, and hands-on production/development.

Naval Officer (Lieutenant), United States Navy

6/1995 - 2/ 2002

- Program Manager and Instructor, Massachusetts Institute of Technology, Cambridge, Massachusetts.
- Systems Engineer, USS PHILIPPINE SEA (CG 58), Mayport, Florida.
- Information Center Manager, USS STARK (FFG 31), Mayport, Florida.
- Decorated Naval Officer with advanced leadership and project management skills.