



262.297.2297

[linkedin.com/in/jenniferkellerstudio](https://www.linkedin.com/in/jenniferkellerstudio)

jenniferkeller.studio

hello@jenniferkeller.studio

How I grow

- MFA from Academy of Art University.
- UX Master Certification with UX Management Specialty - Nielsen Norman Group.
- OOUX Certified - Object-Oriented User Experience, a method for practicing information architecture.
- Toastmasters Club at Lowe's; Sargeant at Arms 07/2021-06/2022, VP of Education 07/2022-06/2023.

How I show up

- Gallop StrengthsFinder® Signature Themes: Learner, Achiever, Deliberative, Individualization, Intellection.

Tools

- Software: Sketch, Figma, Axure, Invision, Zeplin, Abstract, Illustrator, InDesign, Photoshop (familiar with: After Effects, Flash, Premiere, Audition, Camtasia).
- Programming languages: HTML, CSS (familiar with: JavaScript, ActionScript, PHP, MySQL).
- Frameworks: WordPress, Bootstrap, SharePoint, Microsoft Dynamics (familiar with: Drupal, jQuery).

Professional Experience

Senior Product Designer

Lowe's

February 2020 – present, Charlotte, NC

- Leading 2 product designers in experience design on 8 internal and external-facing products across multiple tech stacks.
- Managing relationships with product management (PMs and directors), development managers and director, and business stakeholders in my portfolio.
- Leading workshops to map the information architecture of the applications in the installation process, using OOUX methods in preparation for a redesign of over 8 applications.
- End-to-end service design for the installation journey at Lowe's as these products go through a complete redesign.
- Provide mentoring and feedback, manage our team's backlog, write user stories, clarify use cases, run sprint planning, intake, and discovery sessions. Design and carrying out user research, design IA, process flows, wireframes, and design workflows and prototypes using a corporate design system.
- Adapted research on the competencies of UX into an exercise for my team to measure their growth and plan future training goals, now being adopted across UX in the company.
- SME for planning educational pathways for UX roles in the company for Lowe's University.
- Officer: Toastmasters Club at Lowe's, active in weekly meetings, training in leadership learning pathway.



262.297.2297

[linkedin.com/in/jenniferkellerstudio](https://www.linkedin.com/in/jenniferkellerstudio)

jenniferkeller.studio

hello@jenniferkeller.studio

Senior UX Designer

Duke Energy Corporation

October 2019 – February 2020, Charlotte, NC

- Worked on largest IT project in Duke Energy as 1 of 5 designers, consolidating 4 legacy customer billing systems into one SAP platform, building a universal experience.
- Worked within a self-managed team, collaborating to keep communication open and designs consistent, each building out our own tracks of interconnected features.

Senior UX Designer

LabCorp

June 2018 – October 2019, Burlington, NC

- Working in medical software development, my team created and supported the user experience of highly complex internal-facing software across LabCorp.
- The last 6 months of this role, I was the only UX person managing UX design for all of the internal products at LabCorp.
- Participated in multiple teams' demos with C-suite and senior leadership weekly, presenting design proposals and providing the voice of UX research and design.
- Created and coordinated usability testing sessions in Arizona, Florida, and North Carolina, traveling to these locations on a regular basis.

Senior UX Designer

Northwestern Mutual

September 2017 – April 2018, Milwaukee, WI

- My team accelerated the adoption of Agile (process and mindset) across the company; providing Agile coaching, supporting community engagement (including Communities of Practice), teaching design thinking, and creating engineering solutions.
- Worked on UX design for sites that supported the adoption of Agile.
- Practiced Lean UX, incorporating user research and testing in every sprint.
- Led persona development project, researching employees in the company.
- Provided heuristic analysis of existing sites.
- Planned annual Agile Conference for our community, bringing in notable speakers around the country.

Graphic Designer (Practicing UX and Digital Design)

Wells Fargo

January 2013 – September 2017, Menomonee Falls, WI



262.297.2297

[linkedin.com/in/jenniferkellerstudio](https://www.linkedin.com/in/jenniferkellerstudio)

jenniferkeller.studio

hello@jenniferkeller.studio

- Designer in the In-House Agency, created digital experiences for people in Wells Fargo's retirement plans.
- UX designer for gamification project, leading development team meetings, working with resources across the US and in India.
- Collaborated with content strategy, accessibility, development, and business teams to create engaging and effective designs for mobile and web applications.
- Designed and developed responsive, level AA ADA compliant HTML emails.
- Designed for monthly webinars and virtual events hosted on content-managed system.
- Created storyboards and motion graphics with Illustrator, After Effects, Audition and Premiere.
- Designed concepts and storyboards for videos.
- Art directed and collaborated with project partners to create videos with internal studio.
- Illustrated infographics and iconography.
- Participated in and won numerous industry awards in email, video and print.

Packaging Designer

Kohl's Corporation

December 2010 – December 2012, Menomonee Falls, WI

- Packaging designer in a freelance position through Creative Circle for marketing at Kohl's Corporate.
- Designed packaging for Bobby Flay brand kitchen products, Home Classics, Apt 9, Lauren Conrad, holiday brands, Jumping Beans, Sonoma and Tek Gear.
- Concept and icon development, creative presentations and mock-ups.
- Illustrations for Lauren Conrad and Apt 9 packaging.

Graphic Designer

DCI Cheese Company

May 2008 – July 2010, Richfield, WI

- In-house packaging designer for over 30 brands.
- Largest cheese importer and specialty foods producer in the U.S. (now part of Saputo, Inc.)
- Designed custom packaging solutions for private label brands for Walmart, UNFI, Whole Foods, Sam's Club, and others.
- Involved with projects that required global communication with suppliers and printers around the world.
- Designed, styled and directed photo shoots.
- Attended press approvals for DCI's brands and private label brands.
- Participated in hiring process, trained, mentored and collaborated with other designers and interns.
- Collaborated with IT to create customized project management application for the marketing team.
- Created and utilized in-house photography studio, purchasing camera and equipment.



262.297.2297

[linkedin.com/in/jenniferkellerstudio](https://www.linkedin.com/in/jenniferkellerstudio)

jenniferkeller.studio

hello@jenniferkeller.studio

- Designed, styled and directed photo shoots.
- Responsible for knowing and following federal nutritional labeling regulations.
- Maintained collaborative relationships with DCI's suppliers, buyers, quality assurance team and hired vendors.

Graphic Designer, Digital Designer, Owner

Steppingstone Studio

2001 – 2017, Kalamazoo, MI and West Bend, WI

- Sole proprietorship, taking on growth and passion projects regularly.
- Food packaging design, food and product photography, collateral materials for world-renowned brands.
- Brand development, web design and all advertising for several local clients.
- Full-time on-site designer doing catalog design, web banners, color correction and image retouching.
- Technical illustrations for the automotive industry.
- Large-format graphics for event specialists; clients such as Ford, GM, and major healthcare companies.

Graphic Designer

AT&T

March 2001 – May 2008, Kalamazoo, MI

- Designed print and web advertising.
- Participated in and won quarterly design competitions.
- Exceeded the ambitious daily production requirements, verified by computerized tracking system.
- Provided training and support for other graphic designers within team.

Graphic Designer

ADS (Associated Design Services)

2000 – 2001, Portage, MI

- Design agency that specialized in packaging, with Kellogg's as the largest client.
- Designed food and wine packaging, sales collateral, and a wide assortment of marketing materials.
- Illustration, graphic design, color correction, and photo imaging.
- Brand standards for Kellogg's and Morningstar products had to be understood and utilized.



262.297.2297

[linkedin.com/in/jenniferkellerstudio](https://www.linkedin.com/in/jenniferkellerstudio)

jenniferkeller.studio

hello@jenniferkeller.studio

Education

MFA Degree

Academy of Art University in San Francisco

Master of Fine Arts: Web Design and Interactive Media, focus on UX.

- User experience courses with information architecture design, user interface design (wireframes to prototyping), user research methods, usability testing, and pattern libraries.
- HTML5 and CSS web development.
- Interactive experiences created with ActionScript, JavaScript and jQuery.
- Web development of content-managed sites with PHP and MySQL.
- Creating motion graphics: storyboards and production.
- Video game design with Agile methodology.

BA Degree

Eastern Kentucky University

Bachelor of Arts: Graphic Design and Painting, minor in Drawing.

- Received four-year, full tuition scholarship based on SAT scores.
- Studied one semester in Italy.
- President of InterVarsity.
- Speech team.
- Participated in and placed in yearly art shows.
- Worked full-time through school, supporting myself financially from the age of 18.