



# KAREN KEELER

LEAD UX MOBILE AND WEB DESIGNER

## INFO

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### Name

Karen Keeler

### Address

534 E. 5th St. , #2  
South Boston, MA 02127

### Phone

617.953.4201

### Email

klkeeler@gmail.com

### Website

www.karenkeeler.com

## SOCIAL

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### Linked In

linkedin.com/in/karenlkeeler

### Facebook

facebook.com/karen.keeler.10

### Behance

behance.net/kkeeler

### Twitter

twitter.com/KarenLKeeler

### Pinterest

pinterest.com/fluffykk/

## WORK EXPERIENCE

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**2010 – Present**

### Bank of America

Lead UX Mobile and Web Designer

I create online visuals for mobile and web usage that is consistent with Bank of America and Merrill Lynch/Edge brand standards as well as established industry best practices. Collaboration with other UX designers, interaction designers, content designers, development and usability testers. Please ask for examples.

**2004 – 2009**

### Fidelity Investments

Interactive Creative Director

At Fidelity Communications & Advertising I managed and guided the Creative team, which included designers and copywriters. I worked on high profile design projects, such as sections of Fidelity.com, intranet & extranet sites for Fidelity businesses, email templates and banner ads. I controlled day to day projects and timelines, worked with project managers, account and developers.

**2000 – Present**

### Guilty by Design

Creative Director / Owner ( by Contract)

Guilty by Design is an independent web design firm servicing clients with Interactive needs. Clients included Mullen, Lita Ford, John 5, Godhead, Small Army, Fidelity Investments, Fidelity Communications & Advertising, Cendant, Lycos, Grand Virtual.

**2001 – 2003**

### TerraLycos

Regional Design Manager

As Regional Design Manager I managed a team of U.S. Regional Designers, supporting Marketing. Led the initiative to shift strategy for the Lycos network to an 18-34 year old target audience. Developed traffic drivers to promote Lycos brands and increase network traffic. Directed and guided designers and executed reviews based on performance. As Senior Web Designer I managed a team of designers on the development of platforms for the digital delivery of music, books and other entertainment content for Bertelsmann. I redesigned, art directed and project managed YM.com, targeting a teenage girl audience. I resigned and maintained Books.Lycos.com, a destination designed to promote books from Random House and Barnes and Noble as well as author promotions. I storyboarded, illustrated and animated high profile ads for the Lycos Homepage.

## EDUCATION

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**1986 - 1989**

### Framingham State College

B.S. Media Communications / Art  
Framingham, MA

**2005 - Present**

### Diablo Glass School

I am continuing to improve my craft and education in the art of glass with classes at Diablo Glass School.  
Boston, MA



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## EXPERTISE

I am a Designer who creates visual systems for mobile applications and websites that reinforce branding and great user experience. My strongpoint is taking a brand and pushing its limits across devices and desktop experiences. I am experienced in growing brands, as well as creating new ones.

I have over 20 years experience in web design and mobile application. I've worked with web agencies, in-house agencies, and with single clients. I have proven abilities of leading a team of visuals designers, copywriters and Interaction designers. I am flexible enough to play any visual role needed.

## INTERESTS



FLAMEWORK



MUSIC



PHOTOGRAPHY



FIBER ARTS



MOVIES



TRAVEL

## WORK EXPERIENCE continued

### 2000 – 2004 **Lanthorn Technologies**

Creative Director

Implemented visual design of corporate and product web site. Branding, logo design and marketing of a startup company.

### 1999 – 2001 **Razorfish**

Senior Visual Designer

Visual design of web sites and interactive elements. I was lead designer on high profile project for Estee Lauder's Gloss.com.

### 1994 – 1999 **Think New Ideas**

Interactive Developer

Design and implementation of multimedia cd-roms and websites.

## SKILLS AND EXPERTISE

Sketch		Client Direction	
Illustrator		Team Lead	
Fireworks		Creative Process	
Photoshop		Organization	
Dreamweaver		Code	
Word		Wire Framing	
Powerpoint		Prototyping	

## AWARDS

### 2011 **Inventor of the Year Runner Up**

MyMerrill for iPad Team

### 2007 **Finalist Adtech Awards 2007**

Fidelity Investments, IRA JumpStart Quiz