

Keith.

Education

University of Oklahoma
Norman, OK
Bachelors in Fine Arts
Visual Communication
Graphic Design
May 2014

Contact

Keith Kerr
405-200-9852
keithkerr.com
kker123@gmail.com

Skills

Strategy

Setting goals & OKRs
Defining KPIs
Competitive analysis
User journey mapping
User stories

Research

User interviews & surveys
Usability testing
Discovery research
Research synthesis

Design + IA

User flows
Wireframes
Layout
Typographic hierarchy
Visual design
Prototyping
Data visualization
Taxonomies
Ontology mapping

People

Team management
1:1 Mentorship
Cross-team collaboration

Tools

Figma
Sketch
Jira Software
Google Workspace
Adobe CC

Relevant Experience

Datadog
Senior Product Designer
Aug. 2020 - Present

Led research and design for the Case Management product, as well as its accompanying configuration views. Created relationships as design partners with companies like Hulu, to validate UX and content decisions. Conducted user research with internal and external user groups. Aligned stakeholders across the 4k+ person company. Led a cross product initiative for adoption of Case Management features & integration in Dashboards, Error Tracking and Security Products.

Redesigned and drove new feature development for the Events Explorer product used by hundreds of orgs.

Enigma
Product Design Lead
Apr. 2018 - Apr. 2020

Owned and led the development and adoption of the Enigma Design System from initial conception to launch of our Console Experience. Introduced user centered design methodology within Enigma's previously services oriented structure. Enabled the embedding of designers into squads by collaborating with leadership on the adoption of design operations practices including milestone planning and critiques. Ensured the design team at-large was resourced and focused appropriately.

Staplegun
Interactive Designer
Oct. 2015 - Apr. 2018

Partnered with developers and content strategists to craft interactive component-based websites. Initiated the agency-wide use of Sketch, InVision, and Craft in order to visualize concepts, prototypes, wireframes and better prepare assets for developers. Led client presentations and pitches of web deliverables.

360i
Designer
Mar. 2015 - Aug. 2015

Produced web wireframes, motion graphics, social media strategy and campaign concepts for Toyota Mobility Foundation, Critic's Choice Awards & Barilla.

Foursquare
Product Experience Intern
Dec. 2014 - Mar. 2015

Led the redesign of the filters UI. Conducted moderated usability studies of the mobile app. Designed the Foursquare Pinpoint logo. Illustrated stickers for the Swarm app. Conducted visual audit of the mobile apps resulting in a major visual overhaul of the home feed design.

Conferences & Workshops

Datadog DASH

DASH 2020 Distributed applications & infrastructure
Remote attendance

SEGD

Xlab: Experience + Interaction in Public Space
Astoria, Queens, New York

Be: Branding in the Built Environment
Chicago, Illinois

Awards

Silver Award

OKC Addy Award for Guernsey.us web design

Excellence in Design

99th Annual Student Exhibition at the University of Oklahoma's Fred Jones Jr. Museum of Art

Additional Experience

ACE HTS
Aug. 2011 - Aug. 2014

Accessibility and Training Specialist for person with special needs.