

# Adam Keller

## Senior Product Designer

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### Insight Digital Innovation Senior Product Designer

Sept 2016 - Current | Kettering, Ohio

Aligned with business partners and managers on design strategy to identify processes for creating and maintaining a design system.

Conducted research using Google Sprint framework to align with business and user goals to help streamline the product design process.

Created brand and tone documentation while establishing accessible color palettes, spacing metrics and modular type scales for components, utilizing best practices for design systems.

Ran accessibility audits across multiple web and mobile applications to uncover current accessibility concerns with presenting my findings on how they effect the application along with the proper solutions to fix them.

Lead accessibility training and workshops on how to better align products that adhere to WCAG 2.0 Guidelines.

Designed and built component libraries using atomic methodology allowing designers and developers a more accessible way to maintain their assists and brand alignment.

### Clubessential UI Developer

Sept 2015 - Sept 2016 | Cincinnati, Ohio

Developed the frontend for client applications using HTML, CSS and JavaScript allowing them to have the best user experience across multiple platforms.

Worked alongside management and sales to provide clients with best-in-class solutions from the design to development phases.

Instructed designers and developers modern HTML and CSS techniques which drove more creative design and development solutions.

### DonorDrive Product Designer

March 2014 - Sept 2015 | Cincinnati, Ohio

Led the design and visual efforts alongside project managers to establish the best user experience for non-profit clients.

Built responsive websites using Sass and Bootstrap giving clients the most modern and accessible solution.

Worked with sales and management team to understand client pain points allowing us to deliver the best solution for their users.

### The Modern College of Design

AB - Advertising Art

May 2013 | Kettering, Ohio

#### Research

Heuristic Analysis  
User Interviews  
Journey Mapping  
Facilitation  
Usability Testing  
A/B Testing

#### Design

Design Systems  
Design Strategy  
User Interface Design  
Systems Design  
Interaction Design  
Component Library  
Style Guides

#### Technical

Figma  
Sketch  
Adobe  
Voiceover, NVDA, JAWs  
After Effects  
PatternLab  
HTML/CSS  
Git Workflow  
React (basics)