

Keith Jeter

Product Designer Team Lead & Product Designer

Leading and facilitating design for enterprise software products

EXPERIENCE

Blue Cross Blue Shield, Michigan – *Product Designer Team Lead*

APRIL 2014 - PRESENT

Leadership and Design Management Contributions

- **Leading member-facing digital experiences** supporting 5+ million BCBSM members nationwide across web and mobile platforms.
- **Leading management discussions** and contributing to strategic initiatives, including design system adoption and platform alignment.
- **Managing cross-disciplinary teams** and external agencies to deliver consistent, high-quality experiences on schedule.
- **Mentoring and developing junior designers**, fostering design excellence, innovation and sustained team productivity.
- **Reporting team performance** and delivery health to leadership while addressing urgent product and experience needs.
- **Integrated AI-assisted workflows** to accelerate research, documentation, and design delivery.

Design Contributions

- **Contributed to the BCBSM mobile app experience** used by 500,000+ Android users and represented by 70,000+ iOS ratings across platforms.
- **Helped maintain a 4.7-star IOS rating** and 4.5-star Android rating by improving usability, accessibility, and visual consistency across core member journeys.
- **Delivered UX solutions** for a high-traffic member portal supporting claims, benefits, ID cards, and account management at enterprise scale.
- **Consistently delivered projects** ahead of schedule while resolving design, technical, and process blockers.
- **Partnered with stakeholders**, engineers, and content teams.

Michigan, U.S.A.

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PRODUCT AND UX

Product Design

User Experience Design

Interaction Design

Interface Design

VISUAL AND BRAND DESIGN

Visual Design

Art Direction

Branding & Brand Identity

Illustration

LEADERSHIP & DELIVERY

Creative Management

DESIGN & PRODUCTION

LLM-Assisted Workflow

Integration

Secure AI Implementation

Time-Based Media

Video Editing

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BCBSM Design Standards, Efficiency, and Team Alignment

- **Developed high-fidelity prototypes** for the Member Portal, earning positive stakeholder feedback and accelerating alignment prior to development.
- **Led redesign initiatives for the BCBSM mobile app**, improving usability, visual clarity, and consistency across key member experiences.
- **Scaled design systems and standards for the Member Portal**, improving consistency, accessibility, and messaging across products.
- **Supported digital experience initiatives** aligned with BCBSM's #1 Digital Tools recognition in Michigan (J.D. Power).
- **Identified gaps in design workflows** and implemented process improvements that reduced time-to-market and increased team efficiency.
- **Established and enforced design guidelines** through reviews, documentation, and feedback, aligning teams around shared quality standards.
- **Integrated LLM-assisted workflows** into daily design operations to accelerate research, documentation, and design iteration across both tactical tasks and large-scale initiatives.
- **Leveraged secure GPT tooling** for exploring code options, Figma Make for rapid prototyping and concept validation, and Copilot to streamline documentation and operational workflows while maintaining enterprise compliance standards.

TEAM ACCOMPLISHMENTS

Design System & Pattern Library Creation

Mobile App Redesign (Ionic)

Member Portal Redesign

Member Portal Virtual Assistant

High-Fidelity Prototyping

Front-End Optimization (CSS & HTML)

MY ACCOMPLISHMENTS

Figma-Based Design System

Cross-Functional Organization

Interdisciplinary Collaboration

Design Framework Exploration

Team Needs & Support

Culture of Innovation

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ADDITIONAL COMPANY EXPERIENCE

Deluxe/Destination Rewards, Michigan – *UI Developer*

DECEMBER 2013 - APRIL 2014

Built branded digital experiences for national clients including Citi, Verizon, T.G.I. Fridays, and AARP

Happy's Pizza LLC, Michigan – *Creative Design Manager*

AUGUST 2009 - DECEMBER 2013

Led branding and marketing design for a **130+ location national restaurant chain**, spanning advertising, print, in-store, and digital experiences

EDUCATION

Academy of Art University, California – *MFA New Media*

DECEMBER 2015

Focus: Web Design, Time-Based Media, Human-Centered Design

University of Michigan, Michigan – *BFA Graphic Design*

DECEMBER 2000

Focus: Graphic Design, Illustration, Fine Arts

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APPLICATIONS

Figma - Wireframing, design systems, user flows, and rapid prototyping (Make)

Photoshop - Asset creation and visual design

Illustrator - Vector assets and illustration

InDesign - Layout design and documentation

Visual Studio Code - IDE for front-end and app design collaboration

GitHub - Version control and design-development collaboration

Secure GPT - LLM-assisted research, exploration, and documentation

ChatGPT - Design iteration, synthesis, and workflow support

GitHub Copilot - Code assistance and productivity support

Procreate - Illustration and various designs