

# KEVIN KEIPER

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## PRODUCT DESIGNER

I am a successful product design professional with over 10 years of experience delivering value in design for both customer relationship conversion journeys and profitable business goals. I am a pragmatic, strategic thinker proficient at linking tactical UX execution to successful business outcomes. I have successfully deployed 0 to 1 desktop and mobile MVPs, life-changing PaaS projects, and consumer products in both B2B and B2C contexts. I am an effective mentor who can set design up to succeed at speed and scale.

## HIGHLIGHTS

- Design lead for a life-changing poverty reduction **PaaS** in rural Bangladesh
- Successfully deployed **0 to 1 MVP** as a financial wellness investment tool
- Design lead for Rocket Lawyer's first **native legal services app**
- Contributed to **PayPal's consumer wallet experience**
- Created a novel **Figma Tokens** design solution to produce multiple designs from sets of tokens
- Authored three comprehensive **component libraries and style guides**
- Designed **cost-efficient business tools** that improve insurance quoting processes, legal relationship management, e-commerce, and investing
- A successful leader, maintaining a **100% graduation rate** at Springboard bootcamp

## ACCOMPLISHMENTS

### UX/UI Design Execution & Prototyping

- Implemented **Angular Material component libraries** with the EMC Insurance engineering team, resulting in shorter design cycles and fewer UI bugs
- Iterated with senior PayPal product management on **sketched concepts** for the consumer wallet experience, enabling swift stakeholder buy-in and reducing design iteration cycles
- Delivered **style guides and component libraries** for Shopping.com, BrightPlan, Rocket Lawyer, and CITI Bank to enhance site consistency, speed, and scalability, optimizing sprint efficacy
- Partnered with the **Figma Tokens plug-in** developer to rapidly redesign multiple websites using standardized architectures, design elements, and methods to shorten design cycles and reduce project costs
- Created all **HTML prototypes** for the **Rocket Lawyer native app** to regularly review evolving product feature alignment with the engineering team, yielding rapid project deployment
- Authored **wireframe flows** using **Sketch, Figma, and Adobe Illustrator** for various SaaS, mobile, B2B, and e-commerce products, and built multiple **Axure** prototypes for poverty reduction software in Bangladesh.
- Created **Figma** designs supporting **UX flows** for new CITI Bank Private Banking payment features

## Strategic UX Planning & Business Alignment

- Partnered with EMC Insurance product management to **derive design pipelines** aligned to policy, time-to-quote, and risk mitigation goals
- Collaborated with Rocket Lawyer product and engineering teams to ensure native app project deliverables were aligned with acquisition, retention, and monetization goals. **The app is currently available in the Apple Store**
- Planned cost-effective UX asset design and delivery during **white-boarding sessions** with the BrightPlan engineering team, shaping future project scopes aligned to known limits, capabilities, budgets, and goals
- Conducted **business alignment analysis** with all product owners to measure design progress against long-term project goals, adjusting design execution schedules aligned to manageable deadlines and resources

## UX Research & Business Opportunity Identification

- Devised thorough **experience maps** for Amplifier Strategies' poverty reduction program participants, improving success rates, reducing administration costs, and drawing increased investment revenue
- During SXSW, **conducted participant research** on Rocket Lawyer's first native app, recorded participant feedback to incorporate essential product improvements into planned app revisions
- Conducted on-site **contextual research** for LimeLight Health to study underwriting task flows, and synthesized data with business owner insights to prioritize design schedules for maximum cost-benefit
- Facilitated **customer research** with EMC Insurance product owners in **LucidChart** to derive features and specifications aligned to multiple strategic sitemaps and customer conversion journey flows

## WORK HISTORY

SPRINGBOARD | [springboard.com](https://springboard.com) - Education provider

*Mentor (Aug. 2022 - present)*

Mentor future UX leaders in all UX design practices and concepts, with specific attention to delivering the maximum business value of design.

APEX SYSTEMS | [emcins.com](https://emcins.com) - Staffing agency

*UX Strategy Consultant (Aug. 2024 - Nov. 2024)*

Strategized with product, design, and engineering teams to overhaul large group insurance underwriting tools.

PHOTON INFOTECH | [photon.com](https://photon.com) - Digital agency

*Creative Lead (Mar. 2022 - Mar. 2024)*

Contributed to CITI Bank private banking and the new CITI Bank design style guide and component library, and a novel Figma Tokens design solution for client Neighborly.

BEST BUY | [bestbuy.com](https://bestbuy.com) - Consumer electronics retailer

*Lead UX Designer / Contractor (Dec. 2021 - Mar. 2022)*

Collaborated with product managers and engineers on a machine learning UX layout optimization tool to customize layouts and user experiences.

BYTE, LLC | [byte.me](https://byte.me) - Consumer health/dental care

*Lead UX Designer / Contractor (May 2021 - Nov. 2021)*

Collaborated with product managers to devise acquisition strategies for a consumer dental health provider.

WELLS FARGO | [wellsfargo.com](https://wellsfargo.com) - Bank

*Lead UX Designer / Contractor (Dec. 2019 - Mar. 2020)*

Collaborated with design and product teams to optimize the style guide and component library.

LIMELIGHT HEALTH | [www.fineos.com](https://www.fineos.com) (Acquired by Fineos)

*Lead UX Designer (Dec. 2018 - Nov. 2019)*

Optimized custom portal for insurance industry professionals to initiate, track, analyze, and monetize large group insurance products.

PG&E | [pge.com](https://pge.com) - California utility provider

*Lead UX Designer / Contractor (May 2018 - Oct. 2018)*

Deployed an online software tool used by service architects to assess gas, electricity, and water requirements for large property development projects.

BRIGHTPLAN | [brightplan.com](https://brightplan.com) - Fintech startup

*Principal Product Designer (Mar. 2016 - Mar. 2018)*

Principal first designer responsible for delivering both the MVP of a financial wellness and investment application and a component library.

AMPLIFIER STRATEGIES | [amplifierstrategies.com](https://amplifierstrategies.com) - Digital agency

*Sr. Product Designer (Jul. 2015 - Jan. 2016)*

Conducted extensive field research in rural Bangladesh to develop a life-changing poverty reduction PAAS platform.

## EARLY CAREER

PAYPAL | [paypal.com](https://paypal.com) - *Lead UX Designer / Contractor (Dec. 2014 - Dec. 2015)*

ROCKET LAWYER | [rocketlawyer.com](https://rocketlawyer.com) - *Senior UX / UI Designer (Jul. 2012 - Apr. 2014)*

TUNEUP MEDIA | [TuneUp Media](https://TuneUp Media) - *Senior iOS & Product Designer (Sept. 2011 - Jun. 2012)*

SHOPPING.COM | [shopping.com](https://shopping.com) - *Senior UX / UI Designer (Apr. 2009 - Oct. 2011)*

## EDUCATION & CERTIFICATIONS

*Bachelor of Arts, Interdisciplinary Studies - University of California, Berkeley*

*Certificate: AI For Customer Research - MAVEN August 2025*

*Certificate: Master UX For AI - MAVEN August 2025*

*Certificate: AI Tools and Workflows for UX - DesignLab August 2025*