

KEVIN KEIPER

PRINCIPAL PRODUCT DESIGNER

kevin@kevinkeiper.com | www.kevinkeiper.com | 415-926-1935

Principal Product Designer with 10+ years shaping financial and enterprise product experiences across web and mobile — from underwriting tools at EMC Insurance to a financial wellness platform at BrightPlan, live in the Google Play Store. I ground every decision in real research and data — personas, journey maps, measurable outcomes — and bring that same rigor to design systems and mentoring designers who connect craft to business value.

SELECTED ACCOMPLISHMENTS

- Built “Opportunity Radar” end to end — a git-versioned AI automation that scores companies by aggregated hiring signals across seven live data sources, paired with a Figma-designed front end built with Claude
- Researched and led prototyping for Neu/x, an AI-driven creator-journey planning concept, as capstone for a UX-for-AI certification — combining AI research tools with rapid Figma prototyping to validate a concept ahead of any MVP investment
- Led design for internal underwriting tools at EMC Insurance, an enterprise B2B platform, aligning UX to policy, time-to-quote, and risk goals while coordinating with product and engineering to implement Angular Material components that closed design-system gaps and reduced rework and UI bugs
- Led design as principal product designer at BrightPlan, building personas and journey maps to guide a financial wellness benefit platform now live in the Google Play Store, contributing to a 55% lift in employee engagement
- Lead designer for Rocket Lawyer’s native mobile app (live in the App Store), designing a structured, multi-step intake flow — like an Ask a Lawyer feature that matched users to attorneys — the same core discipline conversational design requires
- Led UX for Impact Atlas, combining field research with dashboard and workflow design to turn complex impact data into decision support for a poverty-reduction platform in Bangladesh, helping distribute \$10M+ in program funds
- Researched and prototyped Neu/x, an AI-copilot concept that generates dynamic, goal-driven user flows, using dedicated research tools (ListenLabs, CoLoop) to synthesize real and AI-generated interviews into a validated design direction
- Contributed to Citi Bank’s private banking design style guide and component library, and a novel Figma Tokens design system solution for client Neighborly
- Mentored several Springboard bootcamp cohorts with a 100% graduation rate, coaching designers through feedback and review to connect craft decisions to business value

WORK HISTORY

Principal — Homebound.design | www.homebound.design Aug. 2022 – Present

Freelance clients across various industries

Website design and build, Hubspot and Woodpecker CRM email campaign management.

Mentor — Springboard | www.springboard.com Aug. 2022 – Sep. 2025

Education provider

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

UX Strategy Consultant — Apex Systems | www.emcins.com Aug. 2024 – Nov. 2024

Staffing agency

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

Creative Lead — Photon Infotech | www.photon.com Mar. 2022 – Mar. 2024

Digital agency

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.

Lead Product Designer — PG&E | www.pge.com May 2018 – Nov. 2018

California utility provider

Lead designer on an internal contractor tool suite, helping to streamline all new utility allocation build-outs.

Principal Product Designer — BrightPlan | www.brightplan.com Mar. 2016 – Mar. 2018

Fintech startup

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

Principal Product Designer — Amplifier Strategies | amplifierstrategies.com Jul. 2015 – Jan. 2016

Digital agency

Led UX for a poverty-reduction SaaS platform in Bangladesh, combining rural field research with dashboard and workflow design to turn complex impact data into actionable decision support.

Sr. Product Designer — Rocket Lawyer | www.rocketlawyer.com Jul. 2013 – Apr. 2015

Legal services

Owned UX/UI for Rocket Lawyer's native mobile app, translating complex legal workflows into a shipped App Store product through journey maps and HTML prototypes.

Full work history available upon request.

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 (capstone: Neu/x, an AI-driven creator journey tool)

Certificate: AI Tools and Workflows for UX — DesignLab, August 2025