

# kat keesal

After 12 years of working in all areas of digital experience design, I have built a practical and effective approach to executing user-centric projects from concept to launch. I have been lucky enough to have worked with brands such as Abercrombie & Fitch, The Home Depot, Johnson & Johnson, Five Below, Comcast, Lagos, and the Philadelphia Museum of Art.

## work experience

### Manager of UX Design

Independence Blue Cross

*January 2022 – Present | Hybrid*

- Define standard operating procedures for UX department
- Collaborate closely with business and engineering to set vision, design, maintain portals for providers, members, and customer service
- Manage a team of 6 across multiple initiatives
- Design and implement a central component library that can be used enterprise wide

#### Recent Accomplishments

- Launched 2 additional sprint structures to allow for more agile approach to redesigning largest internal application: Discovery, Design
- Moved the UX team to an entirely Agile and sprint based delivery structure

### Enterprise User Experience Lead

Penn Mutual Life Insurance Company

*Jul 2020 – Present | Remote*

- Collaborate extensively with the Information Management & Technology Department
- Coordinate and manage the execution of the roadmap
- Collaborate with key business stakeholders and identify key opportunities to improve the overall experience for our financial professionals

### Head of Product | myWorth

Penn Mutual Life Insurance Company

*Jul 2019 – Jul 2020 | Remote*

- Define experience strategy
- Owning the audience journey and being the representative of our end-reader
- Creating, maintaining, and executing against our strategic roadmap
- Crafting a process and implementing the infrastructure to improve our lean team's efficiency and output
- Building a high-performance, customer-centric internal team
- Being fanatical about the analytics and crafting hypothesis to test and iterate for better overall experiences that can create brand loyal readers
- Manage all design and development efforts

### Senior Product Manager | Composer

Piano

*Jan 2019 - June 2019 | Philadelphia*

- Own strategy and roadmap
- Feature definition
- Delivery of feature projects
- Lead and collaborate with product team and key stakeholders

### Lead UX Strategy

Printfly

*Apr 2018 - Dec 2018 | Bensalem, PA*

- Define and lead the product vision and strategy for Printfly's proprietary systems and extensions
- Understand business goals and translate goals into clear product definitions
- Identify key opportunities for both internal and external users
- Establish scalable processes that promote UX best practices
- Coach and mentor high-priority project teams to incorporate UX research and strategy practices

### Director of UX Strategy

Tonic Design Co.

*Jan 2018 - Apr 2018 | Philadelphia*

- Provide oversight and support of design activities throughout the project lifecycle
- Support strategic account planning and demonstrate experiences leading presentations of key recommended initiatives to the client
- Collaborate with project management to provide oversight and direction of day-to-day design project delivery
- Recommend project scope/approach based on a prospective client's unique needs or situation.
- Regular remote engagement with project stakeholders to ensure project success
- Present work, ideas, and deliverables to client stakeholders and potential clients
- Field business development opportunities and work with other directors to ensure that all needs are met with the least amount of disruption to current billable work
- Act as a mentor to ensure the growth and development of individuals within the Design Department
- Assist in project resourcing of the Design Department

### Innovation Core Team Member

Tonic Design Co.

*May 2017 – Apr 2018*

- Developing product strategy and vision
- Product roadmap planning
- Developing a plan for execution
- Developed and executed lean research plans
- Designed and facilitated innovation workshops
- Provided roadmap for execution.

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## Experience Strategist

Tonic Design Co.

*Oct 2016 – Jan 2018*

- Produce UX Deliverables including Flows, Wireframes, and Prototypes
- Collaborate with strategists and lend a hand in the form of task-oriented analysis and workflow modeling
- Dive deep to uncover what users want and need, their behaviors, their goals, and their motivations
- Create comprehensive user personas and journeys that include data on demographics, ethnographics, psychographics, etc.
- Plan and lead contextual inquiries, stakeholder interviews, and focus groups

## additional experience

### Adjunct Professor

Drexel University

*April 2017 - July 2017 | Philadelphia*

### Senior Designer

Push10 Design Studio

*Feb 2016 - Nov 2016 | Philadelphia*

### Brand Strategy & Design Consultant

Steve's PaleoGoods

*Jan 2015 - Feb 2016 | Pennsauken*

### Freelance Design

*May 2014 - Feb 2016*

### Graphic Artist

Five Below

*May 2011 - Apr 2014 | Philadelphia*

## professional skills

### Product Strategy

Experience in developing roadmaps for defining and realizing a clear end-to-end product vision

### Brand Strategy

Competitive and internal research used to develop sustainable plans for building lasting consumer relationships through the most effective channels

### Strategic Design Thinking

By using data to validate marketing ideas/brand concepts, design thinking creates solutions that have a long-term impact on businesses

## Creative Art Direction

Extensive experience in creating strategic visual languages and design systems across various forms of media

## skillsets

Prototyping • Research Planning • Conducting Design/Strategy Workshops • Building Sitemaps • Content Strategy • Writing Discussion Guides • Persona Development • User Journey Documentation

## tools

Sketch • InVision • Craft • Zeplin • Proto.io • Illustrator • Photoshop • InDesign • Xd • After Effects • Final Cut Pro • UxPin • GatherContent • Abstract • Figma

## references

### Sara DiCicco

Account Director at VIVO Agency

(415) 846-5540

### Erin Kelly

Director, Employee Communication at Comcast

(267) 303-8653

### Nate Davis

Vice President, Healthcare Experience Transformation at Digitas Health

(215) 439-4709

### Lana Miles

Creative Director at Herbl Solutions

(267) 798-9911

## education

### B.S. in Graphic Design

DREXEL UNIVERSITY 2010

Concentration in Web & Motion Graphics

### High School Diploma

ACADEMY OF ALLIED HEALTH & SCIENCE 2005

Health Sciences + Research

## professional certifications

### Pragmatic Certified Product Manager

PMC Level III

# **kat keesal**

Professional Scrum with UX Certification  
PSU I