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# Keegan Robinson

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919.219.7391

119 Rose St, Cary, NC 27511

## Portfolio

<http://keeganrobinson.com>

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## Work Experience

### Senior User Experience Manager | Bandwidth

*July 2020 to Present - Senior Manager, User Experience*

*May 2018 to July 2020 - Manager, User Experience*

Responsible for leading initiatives for Marketing digital experiences. This includes owning website design, development, information architecture, and conversion optimization for the company's website and working on cross departmental projects like redesigning the company's support portal and service status page.

### Director of Web Services | CRISP Agency

*January 2017 to May 2018*

Led the agency's website practice. Executed best in class web experiences for client projects and led implementation of user experience best practices. Created and presented website strategies to client executive teams and aided accounts and sales team members in project scoping and planning.

### Lead Web Engineer | Healthgrades (Formerly COCG)

*September 2013 to December 2016*

Executed website projects for a large range of clients including large health care systems and national food chains. Effectively collaborated with strategy, content, and design team members to implement new brand systems, marketing campaigns, and user experiences. Received 3 digital health awards and 1 eHealthcare award for healthcare web projects.

### Graphic Designer & Front End Developer | Coalmarsh Productions

*January 2012 to October 2013*

Responsible for creating design assets for branding, editorial, digital advertising, and web projects for a large array of clients. Contributed to all phases of design and development work including research, idea generation, prototyping, visual design, development, and client communication.

### Online Production Editor | The Peel

*September 2010 to May 2011*

Served as the online chair for the Appalachian State University's literary arts magazine. Was responsible for building the magazine's online presence by leading the planning, design, development, and execution of a new website. Additionally, worked with the magazine's committee to develop a process for evaluating and publishing student literature and fine art work.

## Skills

### Design

- UX and UI Design
- Prototyping
- Information Architecture
- Graphic Design
- Brand Design
- Adobe Creative Suite

### Development

- HTML5
- CSS3, Sass, LESS, PostCSS
- JavaScript, jQuery
- Git
- Gulp, Grunt
- PHP
- Drupal
- WordPress

### Analytics

- Google Analytics
- Spreadsheets
- Reporting

### Project Management

- Trello
- Basecamp
- Asana

## Education

### BFA in Graphic Design from Appalachian State University

*September 2007 to May 2011*

- 9/10 Admissions Portfolio
- 5/5 Candidacy Portfolio
- 4/5 Senior Jury Review
- Dean's List
- Student Leadership Award