





# KEITH WESTON

## Lead UX Designer

Design leader with 15 years of experience specializing in design systems, platform UX, and native mobile applications. Proven track record of scaling design systems across large organizations, enabling product velocity, accessibility, and measurable business impact across gaming, healthcare, logistics, and HR tech.

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## EXPERIENCE

### Indeed

2021 – Present

#### Lead UX Designer, Design System (2023 – Present)

Led design for the Indeed Design System (Lunchbox)

- Set the team's annual strategic vision and roadmap
- Restructured the system into layered design tokens, enabling improved consistency and theming, and powered a theme test resulting in an estimated \$18MM increase in annual revenue
- Collaborated across four design system sub-teams (web, mobile apps, email, and documentation website) ensuring cohesion across product and teams
- Co-created design system MCP and AI Skills to enable designers and devs to use AI effectively

#### Senior UX Designer, Design System (2021 – 2023)

Experience design for the Indeed Design System

- Updated and maintained Figma libraries for over 100 product teams across a 200+ UX org
- Coordinated typography shift to Indeed Sans, resulting in \$12MM increase in annual revenue
- Created components, icons, and documentation in collaboration with engineering
- Promoted education and adoption of the system through classes, design reviews, and support

### Blizzard Entertainment

2017 – 2021

#### Lead UX Designer (2020 – 2021)

Led design for company home page, Blizzard.com, and event site, BlizzCon.com

- Rebuilt several legacy pages to be fully responsive and WCAG accessible
- Created a new design system with Figma and Storybook to promote consistency
- Transitioned BlizzCon.com to fully support a virtual event due to COVID-19, resulting in 1.5 million max concurrent viewers

#### Senior Mobile UX Designer (2017 – 2020)

Mobile experience design for multiple applications

- Created new mobile app, Blizzard Esports, to support company goal of increased engagement
- Redesigned primary mobile app, Battle.net Mobile, to better support brand and accessibility
- Supported a variety of other Blizzard mobile apps as needed by the business

### uShip

2016 – 2017

#### Senior Mobile UX Designer (2016 – 2017)

Mobile experience design for uShip mobile apps

- Completed rebranding and redesign of the iOS and Android apps, increasing transactions
- Redesigned navigation, user onboarding, and education
- Completed Drive4Schenker driver app for international partner, supporting \$25MM investment

**Lead Mobile UX Designer (2015 – 2016)**

Led mobile app experience design for 4 apps

- Designed similar experiences for multiple mobile applications, such as a family of app icons or introducing Touch ID, to deliver a group of consistent mobile apps
- Completed a redesign of the primary mobile app, MyHumana, increasing user ratings
- Collaborated with and mentored many UX designers across all mobile projects

**Mobile UX Designer (2014 – 2015)**

Mobile experience design for the HumanaVitality health and wellness mobile app

- Created sketches, prototypes, and high-fidelity comps for iOS and Android
- Facilitated weekly user research and usability testing
- Completed internal-agency UX training delivered by Pivotal Labs

**UX Designer (2011 – 2014)**

Experience design for an internal clinical system and an enterprise process team

- Implemented standard prototyping and usability testing processes across development teams
- Trained teams on UX processes via live sessions and video recordings
- Worked with teams on several development methodologies: Waterfall, Scrum, Kanban, and XP

**PORTFOLIO** [keiwes.com](http://keiwes.com)

**EDUCATION** **University of Louisville**

BSBA in Computer Information Systems

Concentration in Web Development, minor in Psychology

CIS Scholastic Excellence Scholarship

**SKILLS****Core Expertise**

- Design systems and platform UX
- Native mobile apps (iOS & Android), responsive web

**Leadership & Strategy**

- Designer mentorship, roadmap planning, cross-org alignment
- Design system governance, adoption, and education

**Research & Validation**

- Qualitative usability testing, quantitative A/B testing, impact measurement

**AI and Emerging Tools**

- Design System MCP server support, vibe-coding interactive prototypes

**Other Creative Skills**

- Photography, videography, personal Android app publication (10k+ downloads)

**TOOLS**

Figma, Cursor, ChatGPT, Claude, Sketch, CC Suite (Photoshop, Illustrator, others), Jira, Confluence, Google Analytics, Trello, Visual Studio Code, Slack, Teams, Discord, Zoom, Google Workspace and MS Office