Keith Rich

DESIGNER | WWW.KEITH-RICH.COM | KEITHRICH@OUTLOOK.COM

CLIENTS

Financial
- Ascensus
- Penn Mutual

Pharmaceutical
- Merck
- Johnson & Johnson
- Amerisource Bergen
- argenx

Miscellaneous
- Comcast Corporate
- VIP
- Wawa

EXPERIENCE

Think Company

Principal Experience Designer
Philadelphia, PA | Jan 2021 - Present
- Leads visual design and strategy of complex engagements requiring a high level of craft and systems level thinking.
- Heavily involved in the enhancement of team collaboration in a hybrid setting through resources and communities of practice.

Senior Experience Designer
Philadelphia, PA | Feb 2019 - Jan 2021
- Owned the maintenance and creation of multiple design system efforts in industries such as beverage distribution, telecommunications, and more.

Experience Designer
Philadelphia, PA | March 2018 - Feb 2019
- Supported UX/UI, content strategy and research efforts for clients in pharmaceutical, financial wellness and more.

Digitas Health

Junior Designer, Senior Designer
Philadelphia, PA | Mar. 2012 - Feb. 2018
- Led user interface design for iOS and Android apps and websites.
- Foundational UX via wireframe and prototype creation.
- Created website designs, 3D convention booth and product renderings, logos, brochures, and style guides for multiple pharmaceutical brands.
- Designed and developed Adobe apps for sales rep visual aids.

EDUCATION

University of Delaware
- Visual Communications BFA, Interactive Media
- Design Study Abroad in London, England

SKILLS/TOOLS

UI/UX, Product/System Design
- Figma, Notion, NotebookLM

Front-End Development
- VS Code, Storybook, MUI