

# Gary Keeler

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## SUMMARY

Strategic Product Design Leader who drives end-to-end product development from conception to launch, scaling teams 300%+ while delivering \$55M+ pipeline and 1400% conversion improvement. Expert at bridging user needs, business objectives, and technical constraints to build products that achieve product-market fit and revenue growth. 14+ years launching 15+ products across healthcare, enterprise, and consumer sectors with proven track record building high-performing design teams and mentoring emerging design leaders.

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## EXPERIENCE

### **Sr Director of Marketing, Brand and Creative | Veranex Solutions | Minneapolis, MN | March 2023 - Present**

- Led enterprise-scale product strategy and marketing growth, driving digital transformation across healthcare and technology sectors.
- **Architected website product strategy and redesign (v1.0 to v3.0)** defining vision and requirements aligned with business goal of 10x lead generation. Conducted 30+ user interviews with healthcare subject matter experts to validate product direction and identify key workflows. Led cross-functional product team (design, engineering, marketing, product management) through discovery, design, and 3 release cycles. Implemented design system in Figma (components, patterns, and guidelines) enabling 50% faster shipping velocity. Result: 1400% conversion rate improvement (0.001% to 1.4%), 3x traffic increase, 40% bounce rate reduction within 6 months. Website now generates primary qualified leads.
- **Implemented HubSpot CRM enterprise rollout** unifying 50K+ prospect and customer records across 5 business units. Established data governance framework and customer journey orchestration enabling targeted marketing segmentation. Result: 25% YoY increase in qualified lead conversion through improved personalization and engagement.
- **Unified fragmented marketing teams** integrating corporate and agency marketing functions into cohesive operating model. Established design critique culture, implemented Agile design processes, and created design governance framework adopted across 3 business units serving 700+ employees.
- **Defined ideal customer profiles** in collaboration with 5 business units using data analytics and customer interviews, improving lead quality scoring and increasing qualified leads 25% while reducing sales cycle by 3 weeks.
- Interim Head of Marketing (July 2024 – December 2024): Rebuilt underperforming marketing team by restructuring workflows, establishing clear accountability frameworks, and implementing Agile processes across the department. Mentored 9 team members through the organizational transition.

### **Director of User Experience | Veranex Solutions | Minneapolis, MN | November 2021 - March 2023**

- Built and scaled UX function from zero to enterprise-grade design organization, establishing user research practice, design systems, and design operations.
- **Scaled design team 300%** recruiting and hiring 6 UX designers and researchers within 12 months. Established design culture emphasizing user research rigor, design critique, and continuous professional development. Mentored 3 team members to senior/lead designer roles within 18 months through structured career development.
- **Established partnership with user research practice** conducting 40+ annual research initiatives (user interviews, usability testing, card sorting, journey mapping) informing product strategy across 8 healthcare digital properties. Created research synthesis and insights documentation process improving product team alignment on customer pain points and feature prioritization.
- **Established UX governance and strategy alignment across all healthcare digital properties ensuring priorities reflected customer research insights and business goals.** Collaborated with product and engineering to translate user needs into project roadmap improvements. Result: 50% increase in project continuations (indicating customer satisfaction and expanded scope), with all projects delivering on-time completion and zero scope failures.

### **Acting Director, Software Practice | Zebra Technologies Inc | Minneapolis, MN | October 2020 - November 2021**

- Directed \$18M+ custom software product portfolio, defining product strategy, roadmap, and go-to-market for 50+ enterprise products and services.
- **Defined product strategy and roadmap** for custom software portfolio through market research and competitive analysis. Conducted customer discovery with enterprise clients to identify product-market gaps. Established product prioritization framework using impact-vs-effort methodology. Result: 5 new products and services developed and launched.
- **Built and mentored leadership team** of 20+ professionals across design, product management, project management, and delivery. Established design thinking methodology and product development framework. 2 team members promoted to senior leadership roles within 12 months.
- **Developed new product and service offerings** using market research and cross-functional collaboration. Created recurring revenue model for digital transformation consulting that contributed \$6M additional annual revenue, a 33% increase to the business line. Products differentiated Zebra in competitive marketplace and established new market positioning.
- **Managed enterprise client relationships** navigating complex stakeholder environments across 50+ concurrent projects. Established executive communication cadence and product dashboards improving project visibility and client satisfaction.

### **Design Practice Manager | Zebra Technologies Inc | Minneapolis, MN | August 2015 - November 2020**

- Led enterprise design practice serving Professional Services business (\$12M+ annually). Engaged 100+ global enterprise clients delivering technology-enabled business transformation and product innovation.
- **Envisioned and executed 5 major product and service offerings** through market analysis and customer discovery. Products addressed enterprise workflow optimization and digital transformation, resulting in \$3M+ annual revenue and market differentiation in enterprise technology services.
- **Managed global client engagement** consulting with 100+ enterprise clients (Amazon, Walmart, Disney, ROSS, USPS) to identify technology and design opportunities. Established design service delivery model and methodologies that became company standard, adopted across 3 geographic regions.
- **Built cross-functional delivery teams** collaborating with engineers, product managers, and sales leaders to execute complex customer projects. Trained 15+ team members on design and UX best practices through mentorship and structured learning programs.

### **Director of Design and Project Management | ITR Mobility | Minneapolis, MN | June 2011 - August 2015**

- Established design function from the ground up, creating design processes, direction, and team infrastructure for growing digital product company.
- **Scaled design team from 1 to 5 UX architects** establishing design recruitment, onboarding, and professional development processes. Built team culture emphasizing design rigor and user-centered problem solving.
- **Defined design direction and processes** creating design systems documentation, design critique practice, and design-to-development handoff standards. Reduced design-to-development cycle time by 40% through process standardization and technical collaboration.
- **Served 50+ clients across verticals** delivering digital product design and user experience consulting. Established client success framework improving retention rate to 85% and generating 30% of new business through client referrals.

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## **SKILLS**

### **Product Strategy & Development**

Product Roadmap Development, Product-Market Fit, Feature Prioritization, Go-to-Market Strategy, Product Lifecycle Management, Product Vision & Strategy, Competitive Analysis, Product Metrics & KPIs

### **Design & UX**

User Research & Testing, User Journey Mapping, Information Architecture, Interaction Design, Visual Design, Design Systems (Figma), Prototyping, Accessibility (WCAG 2.1), Inclusive Design, Usability Testing, Wireframing, Rapid Iteration

### **Product & Analytics**

Google Analytics, Looker, Power Bi, Product Strategy, Data-Driven Decision-Making, A/B Testing, Conversion Optimization, KPI Development, User Metrics, Hypothesis Validation, Business Impact Analysis

### **MarTech & Digital**

HubSpot CRM, Marketing Automation, Digital Experience Optimization, Content Management Systems (CMS), Digital Asset Management (DAM), Email Marketing, Landing Page Optimization, Customer Journey Orchestration

### **Leadership & Organizational**

Design Leadership, Team Scaling & Building, Mentorship & Talent Development, Cross-Functional Collaboration, Stakeholder Management, Agile/Scrum Methodologies, Design Operations, Organizational Development, Design Culture, Design Thinking

### **Technical Collaboration**

Jira, Asana, Git, Technical Documentation, Engineering Collaboration, API Understanding, Developer Handoff Optimization

### **Prototyping Tools**

Axure, Framer, Figma, Adobe Creative Suite, Wireframing Tools

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## **SELECTED PROJECTS**

### **Open Source Contributions | [github.com/iamkeeler](https://github.com/iamkeeler)**

- **UXTOOLTIME-Axure** Maintained library of reusable Axure widget components and interactions accelerating prototyping workflows
- **UXTOOLTIME-Framer** Created collection of Framer snippets and components for rapid prototyping and design validation
- **FiveMinute** Adobe Premiere Pro project templates for video content creation
- **MDL-Boilerplate** Material Design Lite starter framework

### **Conference Speaking & Presentations**

- **Midwest UX Conference** Design leadership and team scaling best practices
- **Minnesota Developer Conference** Cross-functional collaboration for product designers and engineers
- **THAT Conference** Team Culture, design systems and scalable design operations

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## **EDUCATION**

### **Bachelors of Fine Arts - Graphic Design | University of Wisconsin - Stout**

Menomonie, WI | 2011