

Gary Keeler

📍 Menomonie, Wisconsin ✉ iamkeeler@gmail.com ☎ (715) 308-2096 🌐 in/garykeeler 🖱 iamkeeler.com

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.

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.

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

SELECTED PROJECTS

Open Source Contributions | 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

EDUCATION

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

Menomonie, WI | 2011