

Joshua P. Keckley

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PERSONAL STATEMENT & WORK PHILOSOPHY

I'm a creative professional with a passion for creating meaningful solutions with great design. My philosophy: design for simplicity with an eye on business goals and user delight.

EXPERIENCE

Senior UX Designer - Microsoft

Redmond, WA | Sep 2016 - Present

Focus: Creating best-in-class cross-product design standards for the business cloud suite of apps and services.

UX Designer II - Microsoft

Nashville, Tennessee, United States | Feb 2014 – Sep 2016

Focus: Communicating meaningful experiences in new and existing technologies. Designing, crafting, researching, and exploring what's next in some of your favorite products and industry standards.

Director, Creative Media - Vanderbilt University, Department of Emergency Medicine

Nashville, Tennessee, United States | Sep 2008 – Present

Focus: Communicating data for decision making in the healthcare environment. At Vanderbilt Hospital, as with many hospitals there are many sources of information and many avenues to get data that professionals need to make key decisions for things like resource management, patient flow, and bedside care. I am tasked with communicating this data in a meaningful, simple to understand form that enhances all parts of the health system experience.

Solutions: Along with my team, we've completely redefined how information is displayed in the hospital environment. We've dropped the standard form/table view completely and leveraged algorithms that combine each area of information into a 'story' for that element. We then applied a clean graphical experience with the fewest buttons or options needed and a standardized color model for indication of variable states. Additionally, we added in the availability of user-controlled notifications based on goals and parameters they've set in their preferences for each of the data areas that apply to their user state. All of this is centered around a web-app model which allows us to target not only desktops and mobile, but also opened up the availability of touch screens outside of patient rooms and in centralized locations that can be remotely managed by our IT infrastructure through virtual machines.

- Work directly with department administrators to achieve creative goals
- Lead designer of web strategy, search engine optimization, and user experience
- Graphic design and marketing lead responsible for all front-facing promotions
- Responsible for online faculty/resident recruitment
- Work directly with research division for graphical support for grant initiatives
- Produce web content for resident and medical professional education
- Develop marketing initiatives to meet department needs
- Develop innovative web applications to support clinical efficiency
- Social media management/creation
- Administrator to all front-facing web properties
- Primary animator for presentation and video enhancement
- Chief videographer

Web Director, Animator - Orbit Faith

Thompsons Station, Tennessee, United States | Mar 2006 - Sep 2008

- Worked with vendors and management to develop e-commerce platform
- Collaborated with IT support team to develop network best-practice
- Responsible for online product marketing initiatives
- Online products lead
- Developed/Managed client portal for customer interaction
- User experience designer and chief

- Worked with marketing team for content delivery and sales
- Search engine optimization lead
- Responsible for new application development for company needs
- 2D/3D animator on 5 children's series
- Worked with production team to create believable animation sequences

Graphic Designer - Pixel Magic Entertainment Corp., llc

Franklin, Tennessee, United States | 2005 - 2006

- Worked with design team to develop artwork for online gaming
- Created company web portal • Designed online advertising for company products
- Operated as part of "quest" design team for ongoing game support
- Beta tester of new online games
- In-game support lead

Independent Contractor, Animation/Design

Nashville, Tennessee, United States | Jan 2004 - Present

I have created print materials for many notable brands including: The Country Music Association, Country Music Television, Comedy Central, Toyota, Farmers Insurance, and Deloitte. Additionally, I have designed for notable music festivals and artists including: Stagecoach Music Festival, Rascal Flatts, Miranda Lambert, and Jake Owen. I have created audio and video for such companies as Honeywell, Toyota, and Deloitte and have directed 2 television commercials and 2 PSAs for Hands On Nashville. Finally, I have created over 30 websites for artists and companies around the country.

EDUCATION

Middle Tennessee State University

Murfreesboro, Tennessee, United States

Bachelors of Science, Mass Communication

Major: Digital Animation | Minor: Art

Sep 2003 - May 2006

SKILLS & QUALIFICATIONS

CSS/CSS3

Graphic Design

3D Animation (Maya)

Motion Graphics (After Effects)

Adobe Creative Suite

Audio Production

Excellent Communication Skills

People Oriented

Genuine

Driven

Career Focused

Video Production

Project Management

Application Design

Branding

Content Authoring

Photography

Problem Solver