

Keaton Roy

Product Designer

Phone: (214) 934-4317

Email: keaton@keatonroy.com

keatonroy.com

EXPERIENCE

Product Designer | Supreme Golf

May 2019 – Present

Working closely with onsite/offshore engineering and the product team, my focus is on feature enhancements and improvements to the user journey/flow for the native and online booking service. I also support the sales and marketing team with print and online campaign assets and concepts to increase subscriptions and user loyalty.

Visual Designer | CMIT - SHSU Criminal Justice Department

April 2018 – May 2019

Designed UI and search flow for a database that allows government agencies to connect with correctional professionals to provide training and teach development programs. Designed print marketing that encouraged correctional professionals to subscribe to the provider database. I also built and designed a touch screen kiosk for visitors in the criminal justice center.

Visual Designer | Sam Houston State University Athletic Department

June 2017 – May 2019

Design digital and print media for various sports throughout the athletic department used for social media campaigns, athletic department website, school apparel, and other outlets promoting Sam Houston athletics. I created the mark for a new university wide sports marketing campaign to improve and replace the out of date campaign.

Digital Marketing Manager | Knight Services

June 2013 – February 2018

Brand management and development of 3 commercial building services sister companies. I was responsible for web content management, email campaign management, and developing content focused on current and new customer engagement. Part of a team that customer advocacy programs to improve customer perception and engagement increasing customer retention by 20% and increasing customer acquisition by 16%.

TOOLS | SKILLS | EXPERTISE

Sketch	Visual Design	HTML Emails
Adobe CC	UI Design	Typography
Xd	Personas	Packaging Design
InVision	Wireframes	Logo Design
Dreamweaver	Branding & Identity	Wordpress
Zeplin	HTML/CSS	

EDUCATION

Sam Houston State University

BA Graphic Design | 2014 – 2019

AWARDS

Best Use of Packaging | 2019

Best Motion Graphic | 2019