

KEVIN KEIPER

LEAD UI/UX DESIGNER

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Lead UI/UX Designer with 10+ years designing end-to-end product experiences across B2B and enterprise SaaS, from user research through design systems to shipped interfaces. At EMC Insurance, I led design for underwriting tools in a regulated, high-stakes domain. At BrightPlan, I was the founding design voice for a financial wellness platform, building both the MVP and the component library from scratch. Most recently, I designed, built, and shipped Opportunity Radar end to end, an AI-powered product built through direct, hands-on collaboration with Claude.

SELECTED ACCOMPLISHMENTS

- Led design for internal underwriting tools at EMC Insurance, a regulated, high-stakes B2B platform, partnering directly with engineering to close design-system gaps and reduce rework
- Served as founding designer at BrightPlan, building both the MVP and the component library from scratch for a financial wellness and investment platform now live in the Google Play Store
- Designed, built, and shipped “Opportunity Radar” end to end, an AI-powered automation with a Figma-designed front end built through direct, hands-on collaboration with Claude, deployed live on GitHub Pages
- As Creative Lead at Photon Infotech, contributed to Citi Bank’s private banking design system and built a novel Figma Tokens design solution for client Neighborly, agency work across distinct brands and constraints
- Designed a lawyer-client exchange portal for Rocket Lawyer, a request and review workflow between clients and attorneys, alongside Rocket Lawyer’s native mobile app, live in the App Store, which I designed for core document creation
- Researched and prototyped Neu/x, an AI-copilot concept, using dedicated AI research tools (ListenLabs, CoLoop, HeyMarvin) to turn real and AI-generated interviews into a validated design direction
- Led UX for Impact Atlas, scoping and driving field research into dashboards and decision-support workflows that helped distribute \$10M+ in program funds for a poverty-reduction platform in Bangladesh
- Mentored several Springboard bootcamp cohorts, achieving a 100% graduation rate through feedback and review that connects craft decisions to real outcomes

WORK HISTORY

Principal — Homebound.Design | homebound.design Nov 2024 – Present

Various clients

Website design, consultation, and build. Marketing campaign management using HubSpot and Woodpecker CRM.

Mentor — Springboard | www.springboard.com Aug. 2022 – Sep. 2025

Education provider

Mentor future UX leaders in all UX design practices and concepts, with specific attention to delivering the maximum business value of design.

UX Strategy Consultant — Apex Systems | www.emcins.com Aug. 2024 – Nov. 2024

Staffing agency

Strategized with product, design, and engineering teams to overhaul large group insurance underwriting tools.

Creative Lead — Photon Infotech | www.photon.com Mar. 2022 – Mar. 2024

Digital agency

Contributed to Citi Bank private banking and the new Citi Bank design style guide and component library, and a novel Figma Tokens design solution for client Neighborly.

Lead Product Designer — PG&E | www.pge.com May 2018 – Nov. 2018

California utility provider

Lead designer on an internal contractor tool suite, helping to streamline all new utility allocation build-outs.

Principal Product Designer — BrightPlan | www.brightplan.com Mar. 2016 – Mar. 2018

Fintech startup

Principal designer responsible for delivering both the MVP of a financial wellness and investment application and a component library.

Principal Product Designer — Amplifier Strategies | amplifierstrategies.com Jul. 2015 – Jan. 2016

Digital agency

Led UX for a poverty-reduction SaaS platform in Bangladesh, combining rural field research with dashboard and workflow design to turn complex impact data into actionable decision support.

Sr. Product Designer — Rocket Lawyer | www.rocketlawyer.com Jul. 2013 – Apr. 2015

Legal services

Designed a lawyer-client exchange portal, a request and review workflow between clients and attorneys, alongside Rocket Lawyer's native mobile app, live in the App Store, which I designed for core document creation.

Full work history available upon request.

EDUCATION & CERTIFICATIONS

Bachelor of Arts, Interdisciplinary Studies — University of California, Berkeley

Certificate: AI For Customer Research — Maven, August 2025

Certificate: Master UX For AI — Maven, August 2025 (capstone: Neu/x, an AI-driven creator journey tool)

Certificate: AI Tools and Workflows for UX — DesignLab, August 2025