

Keith Hatton

Industrial | Graphic | UX | Designer

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973-768-9105

San Francisco, CA / Philadelphia, PA, US

With over 10 years of experience across consumer products, mobility, mobile scratch protection, and pharmaceutical advertising. Well organized with forward thinking; an expert in concept-to-launch development, hands-on prototyping, mixed media, and brand-focused product design. Deliver cohesive solutions that enhance both form and function.

Work Experience

Jun 2024 - Jan 2026

Senior Designer

PXP Studios | Philadelphia, PA

Transferred from Digitas Health to PXP Studios in order to more easily service other brands under the Publicis Groupe umbrella.

- Responsibilities ranged broadly from Presentations, including Pitch Work to prospective clients, as well as servicing the current team's clients with Email/Website/App graphics and structural assistance with the Adobe Suite and Figma.
- Built out sitemap systems for AORs to easily create files for submissions—turning hours-long work into minutes.
- Created a Design System for designers to build out an application for client representatives to use at HCP locations with theme-less components and tokens for the wide range of products the client was utilizing on the pharmaceutical market in Figma.

Senior Production Designer

Nov 2017 - Jun 2024

Digitas Health | Philadelphia, PA

Working with Digitas Health through The Creative Group as a designer for multiple trade show booths(4) graphics and experiential aspects.

- Responsible for Art Direction with client concepts as well as Special Projects for physical objects for client meetings and internal usage.

Industrial Designer

Feb 2012 - Apr 2017

Curio (Mobile Outfitters/Paw5) | Philadelphia, PA

Senior Designer responsible for creating mostly body protection for modern electronics as well as graphics for company and other internal industrial products we produce.

Creative Director

May 2008 - Feb 2012

Elite Bicycles Inc | Philadelphia, PA

Responsible for rework of entire paperwork of company, as well as custom painting for clients of custom built racing bicycles.

Technician

May 2007 - May 2008

Elite Bicycles Inc. | Philadelphia, PA

Technician building custom fabricated racing grade bicycles from ground up.

- Traveled to Ironman competitions as race mechanic across USA.

Intern

May 2006 - Jun 2006

Throme Bags | San Francisco, CA

Charged with researching potential outlets of fabricating for a Women's specific bag as well as other bike accessory option designs.

Core Skills

Conceptual: From concept to completion in design and manufacturing.,Thinking spatially and systematically for processes and productions. Able to work collaboratively and independently.

Digital: User Experience (wire-frames, system designs), 3D Computer Aided Design (Fusion 360, Rhino), Figma, Adobe Suite(Illustrator/Photoshop/InDesign/Dimensions/After Effects), Expert in PowerPoint

Physical: Proficient in all shop tools from hand tools to CNC machining, 3D printing, laser cutting.

Education

2003 - 2007

The University of the Arts

Bachelor of Science (BS) Industrial Design

Awards

Promising Artist Award

University of the Arts