

Keith Trowbridge

LEAD / SENIOR PRODUCT DESIGNER | UX AND DESIGN EVALUATION

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PROFESSIONAL SUMMARY

Senior Product Designer with more than twenty years of experience specializing in user experience heuristics, accessibility (WCAG), and visual hierarchy. Proven track record of auditing complex user flows and translating design principles into clear, actionable technical documentation. Skilled at bridging the gap between high-fidelity visual polish and functional, intuitive user experiences.

CORE COMPETENCIES

- System Architecture: Map out the overall structure, data flows, and scalability of applications.
- UX/UI Auditing: Heuristic Evaluation, User Flow Analysis, Information Architecture, Cognitive Load Reduction.
- Design Quality: Visual Hierarchy, Typography, UI Polish, Design Systems Governance.
- Documentation: Write clear technical specifications, interface guides, and design diagrams for development teams.

CORE SKILLS

AI Product Design | UX and Workflow Evaluation | UI and GUI Design | Requirements Discovery | Functional and Detailed Design | Quality and Acceptance Review | Design Rationale and Technical Writing

PROFESSIONAL EXPERIENCE

Senior Product Designer | AI Strategy Consultant | SarDev AI Labs | Alabama / Remote | May 2022-Present

- Conducted thorough design reviews and heuristic evaluations across web and mobile products, identifying critical UX bottlenecks that reduced user drop-off by 25%.
- Authored comprehensive design specifications and rationale documentation, ensuring development teams understood the underlying usability logic, which minimized engineering rework by 18%.
- Audited high-fidelity visual mockups to enforce strict compliance with WCAG AA accessibility standards, typography scales, and cohesive grid systems.
- Mentored junior design team members, providing precise written and verbal critiques to improve their reasoning across layout structure and user flows

Lead | Senior Product Designer (Geospatial) | SarDev | Huntsville, AL / Tel Aviv, Israel | Jan 2007-Jan 2017

- Conducted systematic UX audits and heuristic evaluations for enterprise GIS dashboards, identifying critical flow errors in spatial querying workflows that reduced user task-completion time by 15%.
- Evaluated high-fidelity mapping mockups to catch structural flaws hidden beneath aesthetic polish, including scale-dependent rendering failures, illegible iconography, and poor contrast against dynamic basemaps.
- Authored comprehensive technical design specifications and rationales, translating backend spatial database structures (Oracle Spatial/Esri) into intuitive, developer-ready visual hierarchies.
- Enforced strict design system governance and cartographic standards across multi-layer web applications, ensuring consistency in spacing, component styling, and data density rules
- Mentored and provided rigorous written critiques to junior designers, articulating foundational "why" principles behind usability, typography, and interface layout choices.

PROFESSIONAL EXPERIENCE CONTINUED

Business Development | Account Management | Intergraph Corporation | Huntsville, AL | Jan 2000-Jan 2007

- Managed software-development projects implementing customer configurations and customizations of G-Technology and GeoMedia enterprise solutions.
- Worked with customers including Verizon and British Telecom to identify gaps among existing systems, COTS capabilities, and end-user needs.
- Designed intuitive user interfaces and graphical user interfaces, supported by business requirements, functional requirements, and user mockups.
- Supported software QA, testing and acceptance, global deployment, maintenance, support, and help-desk operations.

Agile Product Owner | Program Management | ROLTA International | Huntsville, AL / Mumbai, India | Jan 1996-Jan 1999

- Owned UI, UX, and GUI design for data-conversion, data-translator, and migration software.
- Implemented Intergraph, ESRI ArcGIS, Smallworld GIS, and Vision GIS solutions with significant data conversions and migrations.
- Wrote product requirements, specifications, and user stories and coordinated design decisions across usability, development, and delivery teams.
- Led conversion and migration from hardcopy, CAD, database, and ASCII sources into enterprise GIS environments.

EDUCATION

Bachelor of Business Administration (B.B.A.), Finance

Sanford Brown College — St. Petersburg, FL

Minor: Information Technology

CERTIFICATIONS AND QUALITY FOUNDATIONS

- Agile Software Design (ICP-ASD) | Agile Methodology Certified | Project Management Professional (PMP)
- Certified Associate in Scrum Fundamentals | ISO 9001 Quality Management Systems Associate |
- Business Process Management | Lean Six Sigma White Belt

SELECTED DIGITAL WORK

- SarDev AI Labs - AI product concepts, service models, content systems, and workflow strategies at sardev.io.
- SarDev Photo Lab - selected digital product work at photo.sardev.io.

DESIGN DOMAINS

AI-enabled products | SaaS & Data Visualization | Oracle Spatial / XR Design | Mobile / Responsive Web Design
Information Architecture (IA) | Enterprise GIS and Geospatial systems | Interaction Design (IxD)

SELECTED WRITING

Published author of two books, with more than 20 technical drafts and more than a dozen white papers. Selected titles include DevOps Innovations, Independent Consultants A Dynamic and Conducive Resource, A Practical Approach to Project Management, Initiative on GIS and Society, and From Theoretical Critique to Critical Practice of GIS.