Telayne Keith

Product & Visual Designer | Digital Brand Experiences

telaynek@gmail.com · telaynedesign.com · linkedin.com/in/telayne-keith · Detroit, MI, open to relocating to Los Angeles

Product and visual designer creating brand-driven digital experiences across in-car, mobile, and web platforms, including theme park brand systems for Nickelodeon (Paramount). Designing brand identities and digital products since 2020, with an MS in User Experience Design. I build and evolve design systems alongside engineering teams, pairing high-fidelity visual craft with accessibility, research, and production-ready delivery.

SKILLS

Design: Visual & interface design · Typography · Layout & color · Iconography · Brand identity & guidelines · Design systems & tokens · Motion & 3D · Accessibility · Prototyping & usability testing

Tools: Figma · Adobe Creative Cloud (Illustrator, Photoshop, InDesign, After Effects) · Blender · Claude (via Kiro) · Figma MCP · Flutter/Dart · Android Studio · GitHub · Jira

EXPERIENCE

UX Design Engineer, **Nissan Motor Corporation,** Farmington Hills, MI
March 2025 – Present

- Design high-fidelity interfaces, flows, and prototypes for in-car apps, including Personalized Sound (an industry-first in-car hearing test that tailors the listening experience), SignatureFlex Lease, and the Service app.
- Cut design system build time from 2 months to 2 days using AI-assisted workflows (Claude via Kiro): defined the component library and design token structure, mapped to Google's existing design infrastructure with in-car-specific cases, and built in guidelines and responsive specs across Nissan and INFINITI.
- Shifted design system effort from producing palettes and button styles to building scalable modes for theming and accessibility in build releases, with component changes rolled out in real time.
- Take Figma designs to fully functioning in-car app builds in days instead of weeks using Figma MCP with Flutter and Android Studio, and hand off production-ready assets to engineering and third-party suppliers.
- Create a non-destructive 3D stylization layer with Blender MCP and Claude that applies across the vehicle lineup without altering base vehicle models, lightening head-unit processing so animated 3D vehicle graphics can run in the IVI.
- Built repeatable research-to-design-to-development loops, from competitive analysis, journey mapping, heuristic evaluations, and usability testing through product requirements and Android Auto guidelines, reducing work time 60% over three months while speeding iteration, design cohesion, and testing.

Designer, **Nickelodeon Theme Park Marketing Toolkit, Paramount,** Remote
March 2024 – June 2024

- Consolidated Nickelodeon theme park brand guidelines into a design system and marketing toolkit used as a reference by six park partners, including Nickelodeon Universe in the U.S. and Nickelodeon Land internationally.
- Designed campaign compositions, type treatments, and product mockups for advertising and in-park materials, keeping the brand consistent across every guest touchpoint.

Digital Designer, **Sinclair Creative,** ***Detroit, MI***
March 2017 – Present

- Design brand identities, logos, websites, and marketing systems for small and midsize clients, from concept through production-ready files.
- Build high-fidelity prototypes, brand guides, motion graphics, and stationery in Figma, Sketch, Illustrator, and After Effects.
- Design and build immersive themed experiences for private clients, from tablescapes and backdrops to an Iron Throne replica, managing timelines, contractors, and logistics.

Lead Design Mentor, **Apple Developer Academy with Michigan State University,** Detroit, MI
August 2021 – March 2025

- Designed the academy's iconography, badges, stationery, and internal marketing materials, and co-designed its internal credentialing iOS app.
- Led a design team that co-developed curricula on design thinking, UX/UI, interaction design, and design systems for 200+ students per year, including workshops, labs, and gamified learning platforms. Also taught Apple's Code to Career program with Boys & Girls Club of SE Michigan (2021).
- Mentored 80+ student app projects through design reviews of wireframes, prototypes, and App Store submissions, aligned with Apple HIG and accessibility standards.

EARLIER EXPERIENCE

UX/Marketing Associate (Intern, Fall 2020), ScaleCo Capital, Cleveland, OH · October 2020 – June 2021
Interviewed clients, staff, and customers across a portfolio of companies, including PSP Metrics and Cascade Training Solutions, to recommend marketing and UX strategy for web, CRM, and mobile platforms. Research-driven stakeholder presentations helped grow business 15% in 6 months.

Brand Supervisor, Beauty, Victoria's Secret, Akron, OH · August 2016 – August 2019
Directed in-store visual merchandising and brand tests to corporate brand standards, measured against sales and engagement data.

EDUCATION

Master of Science, User Experience Design, Kent State University
Applied coursework in user research and UX strategy directly in a fall 2020 internship at ScaleCo Capital, which led to a UX/marketing associate role in 2021.

Bachelor of Science, Fashion Merchandising, minor in Costume Design, Kent State University

Stitcher at Porthouse Theatre for two summer stock seasons (*My Fair Lady*, *Hot Mikado*, *Sister Act*), covering alterations, millinery, wig dressing, and wing dressing. Fashion marketing intern at D'Vercity NYC Showroom and PA on fashion photo and video shoots.

ORGANIZATIONS & RECOGNITION

Director Recognition, Nissan Motor Company, April 2025

Featured Speaker, IXD2 Detroit, March 2025

Programming Chair, AIGA Detroit, 2023-2024

Member, IAAPA, Since 2022

Featured Distinguished Educator, Apple, 2022

Member, Delta Sigma Theta Sorority Inc., Since 2016