**­Khaly Ketoure | UX/UI Designer | 646.919.7078 | FL, 33317** kketoure@gmail.com | [LinkedIn](https://www.linkedin.com/in/ketoure/) | [Portfolio](http://ketoure.com/artwork.php) | [References](http://ketoure.com/references.html)

Summary

**Innovative Full-Stack Designer | 15+ Years in SaaS, E-commerce, B2B & B2C Product Design**
Versatile creative leader with a deep, cross-industry design background—from digital products and UX/UI to branding, print, video, and web. Known for blending artistic vision with technical expertise to craft user-first experiences that drive engagement, streamline workflows, and elevate brand impact across platforms.

certifications & Awards

* [IBM Enterprise Design Thinking Co-Creator](https://www.credly.com/badges/e2feba2f-a663-446b-ae7b-f76a6f5e0859), July 14th, 2021.
* [IBM Enterprise Design Thinking Practitioner](https://www.credly.com/badges/80031169-04e6-4637-b082-52917361223d?source=linked_in_profile), April 30th, 2021.
* [IBM Agile Explorer](https://www.credly.com/badges/397b6d7a-9697-4908-82eb-42c608724840/linked_in_profile), October 03rd 2017.

Skills

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Education

* **Associate Degree in Digital Imaging & Graphic Design**
Broward College**,** Fort Lauderdale, FL
* **Bachelor of Science in Communication (Advertising, Psychology Minor)**
Florida International University**,** North Miami Beach, FL

Professional Experience

**BMW Diagnostic Support Agent** Full-time, On-site | April 2025 - Present[Bosch](https://www.bosch.com/) | Engineering &Technology Industry Fort Lauderdale, FL

* Researched and restructured call journeys to refine BMW’s RSA toolset, reducing call times and improving emergency response.
* Clarified agent struggles and user insights from both English and French support calls into compelling visuals for internal teams.
* Detected UX friction in dispatch platforms and proposed sleek solutions that improved usability and operator consistency.
* Collaborated with multidisciplinary crews to reimagine roadside support through a UX-focused lens.
* Strategized with engineers and UX leads to streamline support tools, leading to a 10% improvement in issue resolution speed.

**Visual Designer** Full-time, Remote | October 2015 - April 2024 [International Business Machines Corporation](https://www.ibm.com/us-en) | Information Technology Services Industry New York, NY

* Conducted end-to-end UX research, including personas, usability testing, and journey mapping to inform design decisions.
* Led a UI redesign initiative that significantly improved engagement and elevated overall user satisfaction by12%.
* Applied Design Thinking to deliver intuitive, user-first experiences across complex platforms and workflows.
* Built high-fidelity wireframes and prototypes in Figma, Sketch, and Adobe XD for internal and customer-facing products.
* Mentored junior designers and fostered team creativity while upholding IBM’s design system and brand standards.
* Migrated Drupal content to AEM and integrated Bynder to streamline asset organization, improving digital content management.
* Ensured IBM.com pages met web accessibility standards, maintaining compliance with WCAG and Section 508 guidelines.
* Designed infographics and interface elements for large-scale datasets, enhancing clarity and user comprehension.
* Contributed to early product development from concept to launch, collaborating on enterprise and consumer-facing solutions.
* Refreshed PowerPoint and Keynote marketing materials with updated content, adhering to established brand standards.

**New Media Designer** Full-time, On-site | July 2011 - October 2015[Intrepid Sea, Air & Space Museum](https://intrepidmuseum.org/)| Educational & Non-Profit Industry New York, NY

* Architected responsive designs for mobile, email, signage, and digital platforms.
* Directed integrated digital campaigns, increasing museum attendance and online engagement.
* Leveraged automation and audience segmentation, increasing email campaign engagement by up to 35%.
* Activated SEO strategies to raise visibility, increasing organic traffic.
* Digitally restored historic visuals, enriching the storytelling power of exhibits.
* Focused on direct-to-consumer marketing, creating content designed to enhance the museum visitor experience in-person and online.
* Mentored design interns, encouraging growth and elevating project output.

**Sr. UX/UI Designer** Full-time, On-site | April 2007 - June 2011[Online Residential](https://www.olr.com/) | Real Estate Services Industry New York, NY

* Conceptualized real estate websites, integrating IDX systems on the backend to automatically populate property listings.
* Boosted creative department efficiency by 15% and reduced project turnaround time by 20%.
* Developed project proposals, managed client communications, and solved design challenges.
* Worked with APIs and hand-coded HTML, CSS, and XML, integrating JavaScript and jQuery.
* Discovered new product/service opportunities, achieving a 10% increase in sales.

**Production Artist** Part-Time, On-site | January 2007 – April 2007
[The Village Voice](https://www.villagevoice.com/) | Book & Periodical Publishing Industry New York, NY

* Produced high-volume print materials while maintaining strict brand consistency.
* Reviewed and released error-free, press-ready files for seamless production.
* Verified press proofs and coordinated with printers to ensure final outputs met design specifications.
* Prepared and packaged final artwork files for seamless transfer to prepress and production teams.

**Production Manager** Full-time, On-site | February 2003 - April 2006
[Nikki Beach](https://miami-beach.nikkibeach.com/)| Hospitality & Entertainment Industry South Miami Beach, FL

* Oversaw marketing and advertising for 14 global locations, boosting brand consistency and increasing foot traffic by 15%.
* Orchestrated large-format print production, operating flatbed printers with precise color and finishing under tight deadlines.
* Managed web and print production, delivering projects 25% faster.
* Elevated production processes and workflows, enhancing efficiency.
* Collaborated with Nikki Beach Clothing to d produce screen-printed apparel for all ages including t-shirts, jackets, and accessories.

**Production Artist** Full Time, On-site | July 2001 – January 2003

[MacDirectory](https://www.macdirectory.com/) & [Miami Living Magazines](http://miamilivingmagazine.com/)| Magazine Publishing Industry South Miami Beach, FL

* Composed and prepared magazine layouts, advertisements, and promotional collateral for print and digital distribution.
* Ensured all files met prepress specifications, including color calibration, bleeds, and resolution requirements.
* Operated and maintained high-speed digital printing equipment for short-run publications and promotional materials.
* Produced large-format prints using roll-to-roll and flatbed printers, managing color, finishing, and tight-deadline delivery.
* Coordinated l large-format printing of banners, posters, and displays with precise color quality.

**Multimedia Designer** Contract, On-site | November 2000 - June 2001
Miami Solution Providers| Real Estate Industry North Miami Beach, FL

* Launched a web department for the company.
* Facilitated online projects including advertising banners, e-flyers, and websites, achieving a 15% increase in client engagement.
* Executed solutions to all designs from conception to completion and launch.
* Supervised, shot, edited, and produced short films for various projects.

**Graphic Designer** Full Time, On-site | September 1998 - September 2000[P.K. Graphics](https://www.pkgraphics.com/)| Printing Services Industry Fort Lauderdale, FL

* Designed powerful print pieces—tradeshow displays, posters, and more.
* Operated digital copiers and roll-to-roll/flatbed printers for high-quality, timely signage and materials.
* Revamped production cycles, enabling consistent, error-free execution.
* Maintained seamless operations across invoicing, fulfillment, and logistics.