

# Keith Trowbridge

## LEAD / SENIOR PRODUCT DESIGNER | UX AND DESIGN EVALUATION

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Portfolio: <https://keith-trowbridge.com>

### PROFESSIONAL SUMMARY

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Senior Product Designer with 20+ years of experience translating complex business requirements into intuitive enterprise applications. Combines customer discovery, UX/UI design, database modeling, and technical specifications with hands-on development experience. Skilled in evaluating usability, refining workflows, and guiding products from concept through implementation and acceptance. Founder of SarDev AI Labs, using AI-assisted design and development to create websites, mobile apps, and desktop applications.

### CORE COMPETENCIES

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- 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

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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

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#### AI Strategy Consultant | Senior Product Designer | SarDev AI Labs | Alabama / Remote | Jan 2017-Present

- Founded SarDev AI Labs, defining business strategy, service offerings, and product direction across AI-powered digital solutions.
- Design and develop websites, mobile apps, and desktop programs with AI assistance, translating business requirements into practical digital solutions.
- Reviewed application designs for usability, visual consistency, and alignment with customer requirements.
- Author comprehensive design specifications and rationale documentation, ensuring development teams understand the underlying usability logic, which minimized engineering rework by 18%.
- Mentored junior design team members, providing precise written and verbal critiques to improve their reasoning across layout structure and user flows

#### Technical Account Advisor | Sr. Product Designer | SarDev | Huntsville, AL / Tel Aviv, Israel | Apr 2007-Jan 2017

- Established SarDev LLC, leading business planning, service development, and AI-driven product innovation.
- Conducted customer interviews and needs assessments to define business goals, user needs, and project requirements.
- Designed application UX and graphical user interfaces (GUI), defining screen layouts, navigation, user workflows, and data-entry forms.
- Defined Oracle Spatial database schemas and developer-ready visual hierarchies, entity and feature attributes, relationships, and validation rules to support application functionality and data integrity.
- Mentored and provided rigorous written critiques to junior designers, articulating foundational "why" principles behind usability, typography, and interface layout choices.

## PROFESSIONAL EXPERIENCE CONTINUED

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### Senior Account Management | Agile Product Designer | Intergraph Corporation | Huntsville, AL | Feb 2000-Apr 2007

- Retained key accounts: Managed a portfolio worth over \$10 million, achieving a 96% annual retention rate and preventing customer churn.
- Managed software-development projects implementing customer configurations and customizations of Geospatial enterprise solutions.
- Evaluated screen layouts, navigation, and user workflows to identify design gaps and confusing interactions.
- Connected end-user discovery with requirements, interface design, customer configuration, quality review, acceptance testing, deployment, and post-launch support.
- 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 | Designer & Developer | ROLTA | Huntsville, AL / Mumbai, India | Jun 1996-Feb 2000

- Wrote product requirements, specifications, and user stories and coordinated design decisions across usability, development, and delivery teams.
- Developed application features, implement user interfaces, business logic, database operations, and system integrations.
- Owned UI, UX, and GUI design for data-conversion, data-translator, and migration software.
- Created wireframes and interactive prototypes to define screen behavior and user interactions.
- Led conversion and migration from hardcopy, CAD, database, and ASCII sources into enterprise GIS environments.

## MILITARY

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Sergeant 1<sup>st</sup> Class with the U.S. Army, 75<sup>th</sup> Ranger Regiment, Regimental Reconnaissance Detachment

## EDUCATION

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

Sanford Brown College — St. Petersburg, FL

Minor: Information Technology

## CERTIFICATIONS AND QUALITY FOUNDATIONS

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- 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

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- Why Generative AI Fails at Geospatial UX: [Download case-study](#) | [Interactive case study](#)
- SarDev AI Photo Lab Premium Portrait Production - Website: [Download case-study](#) | [Interactive case study](#)
- Refining Visual Design and Resolving Inconsistencies: [Download case-study](#) | [Interactive case study](#)
- Interactive Spatial Intelligence Dashboard: [Download case-study](#) | [Interactive case study](#)
- Interactive multi-tenant SaaS platform: [Download case-study](#) | [Interactive case study](#)

## SELECTED WRITING

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Published author of three books, selected title: [When My Parent Has Hard Days](#). More than 20 technical drafts and more than a dozen white papers, selected titles include: [How AI Innovation is Transforming Industries and Society](#), [AIGis - Unlocking Intelligence](#), [Independent Consultants A Dynamic and Conducive Resource](#), [DevOps Innovations](#).