

**Keith Streble**  
Interactive Design Lead

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Overview

Keith works with multidisciplinary project teams to help organizations create premium, user-centered interactive experiences that drive consistent brand expression and build customer loyalty. He has a strong background in traditional design principles and has delivered communications across media including advertising, environment, interactive, print and retail.

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Specialties

User-centered interaction design  
Systems-thinking, architecture and semantics  
Functional design and problem prevention  
Dynamic content, front-end development  
Production process design and education  
Text as interface, web writing  
Design leadership and mentoring

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Agency Experience

Apple	2012–2018
Senior Interactive Designer	<i>full time</i>
VSA Partners	2011–2012
Interactive Design Lead	<i>full time</i>
VSA Partners	2009–2011
Senior Interactive Designer	<i>full time</i>
50,000feet, Inc.	2006–2009
Designer	<i>full time</i>
MAKE Literary Productions	2007–2008
Creative Director	<i>freelance</i>
Draft Worldwide	2006
Art Director	<i>freelance</i>
Avenue, Inc.	2005–2006
Design Intern	<i>freelance</i>

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Brand Experience

Apple  
American Cancer Society  
BMW  
Canyon Ranch  
Claymore Securities  
Clutch Studios  
HomeMade Pizza Co.  
IBM  
Lucien Lagrange Architects  
MAKE Magazine  
McDermott Will & Emery  
MINI  
Motorola  
Nokia  
Northern Trust  
Orlando Magic  
Orlando Performing Arts Center  
PointOne Systems  
Simokaitis Photography  
Terlato Wines International

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Education

Illinois Institute of Art – Chicago  
BFA in Visual Communications, 2006  
Best in Show: Portfolio Presentation  
President's List, Dean's List  
Honors Achievement Award  
Annual Juried Short Film Festival  
Annual Juried Student Exhibition

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Industry Recognition

AIGA Chicago  
Communication Arts  
Society of Typographic Arts  
STEP Inside Design