

**Keith Streble**  
Interactive Design Lead

Overview

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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.

Specialties

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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

Agency Experience

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

Brand Experience

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American Cancer Society  
BMW  
Canyon Ranch  
Claymore Securities  
ClearSense  
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

Education

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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

Industry Recognition

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AIGA Chicago  
Communication Arts  
Society of Typographic Arts  
STEP Inside Design