

# KEATH CARTER

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## Education

**Pomona College, Claremont, CA** *Bachelor of Arts, Economics, Human Centered Design (concentration)*

## Relevant Coursework

*Principles of Macro/Microeconomics, Economics Statistics, Applied Econometrics, Statistics In The Real World, Design Process Studio, Macro/Microeconomic Theory, Advanced Problems in Engineering, Linear Algebra, Human Centered Design - Engineering 1 & 2*

## Honors

**Posse Foundation Full-Tuition 4 year Leadership Scholarship**—handpicked from a pool of over 10,000, 2018

**Pomona College Full-Tuition**, Pomona Scholarship recipient

**Pomona College: Deloitte Sparkathon** Design Thinking Challenge Winner, 2019

**Pomona College Internship Program (PCIP)** Awarded \$4000 Summer Opportunity Grant, 2019

**Pomona College: Saatchi & Saatchi Marketing Competition:** Winner, 2020

**Pomona College Rick and Susan Sontag Center for Collaborative Creativity Fellowship** Awarded \$2500 design stipend, 2020

**Pomona College Creative Career Panel**, Speaker, 2022

## Professional Summary

Performance-driven eCommerce strategist and full-stack designer with \$700K+ in revenue across DTC storefronts, marketplace launches, and licensed-merch drops. Specialize in end-to-end product lifecycle management that drives organic growth. Experienced in custom Shopify theme development, SKU optimization, and scalable logistics systems. Skilled at managing product roadmaps across design, photography, and fulfillment. Built sourcing pipelines across LA and global hubs (China, India, Mexico, Pakistan, Japan) to accelerate go-to-market, ensure QC, and deliver sustained growth

## Experience

### **VUOTO LLC – CO-FOUNDER, TECHNICAL DESIGNER**

**02/2024-04/2025**

- Scaled eCommerce fashion brand to \$70K+ in revenue in first 5 months with no paid ads, using organic traffic, influencer seeding, and creative launch content.
- Designed high-conversion Shopify storefront using Liquid, HTML/CSS, and custom UX ; increasing AOV.
- Authored PDP copy and creative briefs for each product drop, producing consistent brand storytelling, technical clarity, and mobile-friendly conversion design.
- Led cross-functional creative production: drafted detailed tech packs and line sheets for overseas sampling/manufacturing.
- Developed an 11-page business plan and 10-slide investor pitch deck, resulting in \$25K in seed capital from an angel investor.
- Directed seasonal creative strategy: product curation, on-model styling, editorial photography, aligning all content with Gen Z consumer behavior.

### **JEAN WOLFE AGENCY—DIRECTOR OF MARKETING/CREATIVE PRODUCER**

**05/2023-01/2025**

- Wrote script, shot list, and full production treatment for a \$60K commercial for JB's Best Chicken Sausage.
- Created Shopify Storefront and product page copywriting for the same product line to ensure messaging consistency across video, packaging, and DTC.
- Designed booth experiences and sourced 500+ units of branded merch for Super Bowl LIX activation, helping reposition the client for national distribution.
- Led social growth strategy, content calendar planning, and visual asset creation to increase online visibility and drive traffic.

### **AWARE STUDIO LLC – FOUNDER/CREATIVE DIRECTOR**

**12/2019-10/2024**

- Grew a niche streetwear and alternative fashion brand from concept to \$125K+ in DTC sales.
- Led storefront development across 60+ custom Shopify builds, optimizing for mobile UI; increasing average conversion rate and drove a 227,000%+ surge in mobile traffic.
- Generated \$450K+ in revenue across official licensed campaigns for Lancey Foux (Sony), Bktherula (Warner), and Payroll Giovanni (Empire); managed all creative and operational touch-points including PDP copy, visuals, content strategy, Shopify setup, inventory sync, and 3PL shipping coordination.
- Managed creative direction/briefing for studio photography, lifestyle shoots, and digital assets, aligning visuals to campaign goals.
- Integrated Klaviyo for email/SMS marketing flows, executing hype-building automation for pre-launch, drop-day, and post-purchase retention; contributed 38% of DTC revenue from flows.
- Built global sourcing and production pipeline (China, Japan, India, Los Angeles), negotiating MOQs, pricing, and lead times; improving cost-efficiency and reducing sampling cycle time.
- Secured \$65K+ in enterprise contracts with clients including Sony Music and Lumicera Health Services.
- Designed cross-category merchandise for Gen Z and Millennial audiences, including headwear, accessories, collectibles, and apparel capsules, aligning product selection to trend data and brand identity.

## Skills

**Design:** Human Centered-Design, UI/UX design, Design Thinking: User Research, Ideation, Prototyping, Iteration, Tech-Pack/Mock Ups, Creative Direction/Production, Google Suite (Power Point, Excel, etc), **Airtable Builder Certification**

**Business:** Data Analysis · Supply Chain Management · Product Lifecycle Management · Vendor Negotiation · Pricing Strategy

**Technical/Front-end:** Shopify · Figma · CSS · HTML · Liquid · Adobe Creative Cloud · Canva · Inkscape

**Creative AI Stack:** Midjourney v6 · Adobe Firefly · Spline AI · ChatGPT 4(Custom GPTs) · Notion AI · Sora · Beautiful.ai