

# MITCHELL A. KEATON

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## EDUCATION

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### UNIVERSITY OF VIRGINIA

BA in Cognitive Science; concentration in Neuroscience & Psychology

Charlottesville, VA

*Expected Graduation:* Dec 2026

## WORK EXPERIENCE

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### PRODUCT MANAGEMENT INTERN

Remote

MBX Technologies

Present

- Execute sprint planning, documentation management requirements gathering, and team coordination for 3 internal projects using Linear
- Participated in weekly meetings with clients to clarify product goals, pain points, and success criteria
- Ran stand-up meetings weekly with design and programming team to refine feature concepts, clarify deadlines, and ship polished products

### UI/UX & STRATEGY INTERN

Remote

Avinity Advisors

May 2025 - Aug 2025

- Designed company website while working directly with the owner to define priorities, requirements, and website direction
- Improved usability by iterating on layout, navigation, and content structure based on feedback
- Advised leadership on site flow, information architecture, and presentation strategy to strengthen the company's online presence

### GRAPHIC DESIGNER

Remote

Tribunus Health

Jun 2025 - Oct 2025

- Designed polished case study graphics that were aligned with brand and goals, translated complex information into clear, visually compelling layouts
- Collaborated directly with senior team members to iterate on design direction and incorporate feedback to deliver a refined product

### Head Coach, VALORANT Program

Remote

SPIRE Academy

Aug 2024 - May 2025

- Lead and manage a competitive esports program with nationally recognized athletic academy
- Developed multiple structured training plans that included psychology, teamwork modeling, and skills development
- Mentor high-school student-athletes in discipline, strategic decision-making, and personal development
- Coordinate with Academy leadership regarding student academic progress and wellness
- Recruit student-athletes and support post-graduation placements pathways

## LEADERSHIP & COMPETITION

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### VALORANT Competitive Player & Team Captain

June 2020 – Present

Remote

Experience balancing high-level strategic analysis with communication, real-time adaptability, and coordinating team-based execution

### Youth Hockey Goalie Coach

September 2018 – April 2020

Richmond, VA

- Trained youth goaltenders in technique, game awareness, and confidence building
- Served as a role model for players and coordinated practice plans with head coaches

## SKILLS

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**Experience in** Product Roadmapping, sprint planning (Linear), UI/UX design (Figma), Webflow, process mapping, client communication, human-centered design thinking, program management, team leadership & coordination, recruitment & talent evaluation, behavior modeling, communication