

David Fite

SENIOR DESIGNER

646.342.4563 | WWW.FITECREATIVE.COM | WWW.LINKEDIN.COM/IN/DFITE | DAVID@FITECREATIVE.COM

SUMMARY

- Senior Designer with 10+ years design management experience
- Strong advocate for designers and internal teams
- Broad marketing experience and product development background
- Intuitive persuasive skills with passionate vision execution

PROFESSIONAL EXPERIENCE

FITE CREATIVE

SENIOR DESIGNER AND BRAND CONSULTANT

SEATTLE, WA | SELF-EMPLOYED

JULY 2018 TO PRESENT

- **Small Business Consultant** -Providing innovative solutions to small business in post-COVID business environment. Design leadership including UX, SEO, social media, and branding design and marketing.
- **T-Mobile Interactive Design**-Designed winning concept for national retail store full-wall interactive screen experience, expressing the benefits of 5G network, delivering quickly in the competitive retail environment category.
- **Microsoft Campaign**-Led successful buy-in of a new influencer campaign for Microsoft Project software, developing all creative and on-site presentations to the Microsoft Project marketing team.
- **Agency Consulting**-Provided insights to growing New York-based women-owned ad agency, giving recommendations on new design hires and contractors for special targeted projects.

MICROSOFT

UX/UI DESIGN LEAD | ART DIRECTOR

REDMOND, WA | - CONTRACT

AUG 2017 - JUNE 2018

- **Design Systems**-Orchestrated new Visual Studio website visual design and user experience, resulting in a 42% increase in customer engagement.
- **Component Library Development**-Introduced new component and pattern library, drastically reducing new web page design lead time.
- **Critical Page Improvement**-Improved Visual Studio homepage layout, using user data to increase page viewing and download clicks above 600%.
- **Style Guide Leadership**-Managed style guide roll-out, collaborating closely with the dev team to execute bug minimized updates.

GROUPON

ASSOCIATE CREATIVE DIRECTOR

SEATTLE, WA | FULL-TIME

MARCH 2014 - MAY 2017

- **Distributed Team Leadership**-Led a distributed design team to provide disruptive and effective eCommerce campaigns across both North America and EMEA marketplaces.
- **Design Team Project Flow**-Improved critical, creative processes to streamline and effectively manage large and complex campaign development tasks; this resulted in reducing friction among creatives and streamlining process flow for on-time delivery for all creative materials.
- **Design Team Motivator**-Inspired globally distributed design team through situational management techniques and weekly 1:1's to deliver the best design solutions.
- **Style Guide Vision**- Developed for global teams, distributing for consistent brand presence worldwide.

RHAPSODY | NAPSTER

SENIOR DESIGNER

SEATTLE, WA | CONTRACT

MARCH 2013 - MARCH 2014

- **Style Guide Leadership**-to catch up with quickly evolving online music competitors.
- **Marketing Creative Vision**-by introducing new photography sources that elevated brand perception.
- **Brand Merger Oversight**-Collaborated closely with the marketing team in merging Napster and Rhapsody brands into a unique co-branded existence on a global scale.

T-MOBILE

SENIOR ART DIRECTOR

BELLEVUE, WA | FULL-TIME

MARCH 2010 - MARCH 2013

- **Product Brand Experience**-T-Mobile Sidekick 4G Android. Formulated device design language, including UI screens, device CMF, and all product branding. Resulted in a successful launch and improved subscriber share for a then market challenged carrier.
- **Global Device Branding**-Sold through upper management custom one-of-a-kind branded home screen art on all T-Mobile branded devices in retail, salvaging a disjointed consumer retail experience. Responsible for creative direction, art sourcing (photography, illustration), senior leadership sell-thru, and development of all final assets, including NYC photo shoots.

MOMENTUM WORLDWIDE

NEW YORK, NY ASSOCIATE CREATIVE DIRECTOR

MAY 2008 TO MAY 2009

- **Global Branded Experiences & Brand Development:** Oversaw all content conceptualing, art direction and asset delivery for exclusive high profile American Express branded events to exacting specifications: U.S. Open Championship Tennis Tournament, Mercedes Benz Fashion Week, and The Tribeca Film Festival.
- **On-site Immersive Branded Environments:** created captivating storytelling environmental graphics to attract high-value card members reinforcing their view of American Express as a premium aspirational brand.
- **Branded Video Productions:** produced and edited branded videos promoting unique aspects of the event and participating celebrities.

SOFTWARE

- Adobe Creative Suite, Figma, Sketch, MS Office, Basecamp, Facebook Workplace, Apple Keynote

EDUCATION

- Certificate, UX Design
General Assembly - Seattle, WA
- Associate of Arts, Graphic Design
Parsons School of Design – The New School, New York, NY
- Bachelor of Arts, English
University of Colorado – Boulder, CO