

David Fite | Senior Product Designer

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Summary:

- Senior Designer with 10+ years of experience in empowering design teams.
- Demonstrates strong UX and interaction design skills, with a strategic and proactive approach to problem-solving.
- Skilled in effective communication and collaboration, project and resource management, and design thinking and HCI expertise.

Experience:

Volkswagen Automotive Cloud | CARIAD • Senior Product Designer, Redmond, WA

12/2020 - 03/2024

- Researched, defined, and built an internal developer website to create a common source of truth across all VW Group brands (Porsche, Volkswagen, Audi, Lamborghini, Scout, Bugatti, Skoda) in developing software-defined EV vehicles.
- Spearheaded the research, design, and development of a vehicle emulator to empower developers to stress-test their code in a safe sandbox environment.
- Established team processes for project kickoffs, component libraries, and review processes to enhance product delivery efficiency within the newly formed design team.

Microsoft • Senior UX Designer, Redmond, WA

08/2017 - 06/2018

- Orchestrated the redesign of the Visual Studio website, significantly enhancing its visual design and user experience, resulting in a 22% increase in customer engagement.
- Introduced a new component and pattern library, significantly reducing web page design lead time.
- Started a new UI review program, printing large format promoting collaborative team review process.

Groupon • Associate Creative Director, Seattle, WA

03/2014 - 05/2017

- Led a distributed design team to create disruptive and effective online campaigns across North America and EMEA marketplaces.
- Enhanced creative processes to streamline and manage large, complex campaign development tasks, reducing friction and ensuring on-time delivery of all creative materials.

Napster • Senior Designer, Seattle, WA

03/2013 - 12/2016

- Collaborated closely with the marketing team to merge Napster and Rhapsody brands into a unique co-branded existence globally.
- Developed a comprehensive style guide to keep pace with evolving online music competitors.
- Elevated brand perception by introducing new photography sources.

T-Mobile • Lead UX Designer, Bellevue, WA

03/2010 - 02/2013

- Spearheaded the development of T-Mobile Samsung Sidekick 4G Android, formulating product features, device design language, and all branding, resulting in a successful launch and increased wireless subscriptions.
- Unified home screens on all T-Mobile branded devices in retail, improving the consumer retail experience.
- Managed creative direction, art sourcing, senior leadership buy-in, and the development of all final assets.

Education:

- Parsons School of Design, New York, NY: AA in Graphic Design • University of Colorado, Boulder, CO: BA in English
- Memorisely: Design Component Systems Course • IDEO: Insights for Innovation Course