

David Fite | Senior Product Designer

646.342.4563 | LinkedIn www.linkedin.com/in/dfite | davidwfite@gmail.com | www.fitecreative.com Password: 2024

Summary

Senior Product Designer with 10+ years of experience specializing in UX, interaction design, and design systems. Proven track record of delivering enterprise SaaS solutions through user-centered design, research, and cross-functional collaboration. Skilled in aligning design strategies with business goals to create innovative and accessible global products.

Experience

Volkswagen Group | CARIAD

Senior Product Designer, Redmond, WA

12/2020 - 03/2024

- Led end-to-end design for a developer portal, unifying SaaS solutions across Porsche, Audi, and Lamborghini.
- Designed a vehicle emulator for software testing, enabling global scalability of VW's automotive platform.
- Established design systems, cutting delivery time and improving cross-team collaboration.
- Partnered with engineers to align design with business objectives, ensuring on-time deliveries.

Microsoft

Senior UX Designer, Redmond, WA

08/2017 - 06/2021

- Redesigned Visual Studio website, boosting user engagement by 22% through UX improvements.
- Developed a component-based design system, reducing lead times for web applications.
- Led cross-functional UI review process, accelerating product release timelines.

Groupon

Associate Creative Director, Seattle, WA

03/2014 - 05/2017

- Directed global design teams, delivering high-impact digital campaigns across North America and EMEA.
- Streamlined creative operations, improving efficiency for large-scale campaign execution.
- Managed design projects across time zones, ensuring cohesive global campaign delivery.

Napster

Senior Designer, Seattle, WA

03/2013 - 03/2014

- Led the rebranding of Napster and Rhapsody, creating a unified global brand strategy.
- Developed a comprehensive style guide, ensuring consistent brand representation.
- Enhanced brand identity through strategic visual improvements for competitive positioning.

T-Mobile

Lead UX Designer, Bellevue, WA

03/2010 - 02/2013

- Designed UX for Samsung Sidekick 4G, guiding the product to a successful launch.
 - Standardized UX processes across devices, enhancing the customer experience.
 - Collaborated with engineering and leadership teams to align design direction with business goals.
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Education

- Parsons School of Design** — Associate of Arts, Graphic Design
- University of Colorado — Bachelor of Arts, English
- Memorisely — Design Component Systems Certificate
- IDEO — Insights for Innovation Certificate

Skills & Tools

- Design: Figma, Sketch, Adobe Creative Suite
- Methods: User-Centered Design, Prototyping, Wire-framing
- Systems: Design Systems Creation, Component Libraries
- Collaboration: Agile, Cross-functional Teams, Stakeholder Management
- Other: Accessibility, User Research, Analytics-Driven Design