David Fite | Product Design Leader

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Summary:

- Product Design Leader with 20+ years delivering enterprise software solutions and UX systems across automotive, tech, and telecom sectors.
- Led Volkswagen's Developer Experience Portal launch, driving 65% user adoption.
- Led Microsoft's Visual Studio website redesign, boosting user engagement 22%.
- Drove UX innovation at T-Mobile, designing flagship experiences for Samsung Sidekick 4G (sales 235,000+ annually) and MyTouch Android smartphones.

Experience:

Volkswagen • Senior Product Designer, Redmond, WA
2020 - 2024

- Developer Experience Portal (DXP)

  - Led the design of an internal developer portal, creating a unified source of truth for enterprise-level SaaS solutions supporting all VW Group brands internationally, including Porsche, Audi, Lamborghini, and Bugatti, focused on developing software-defined EV vehicles.

  - Drove over 65% internal user adoption in less than a year in pre-marketing launch for new international developer portal.

  - Increased services tools 1200% (2-26) in less than a year offered on internal developer portal focused on enabling engineers and developers to onboard, share, and create compelling user experiences for EV-cloud connected vehicle platforms.

  - Presented and successfully sold through complex portal capabilities, presenting to senior management and international management teams for final approval.

  - Led development of component library system, adopting Google Material UI and creating first defined system for growing satellite startup organization.

- Global Vehicle Signal Sensitivity

  - Built from ambiguity to final delivery a Global Vehicle Signal Sensitivity tool, allowing IT in specific global markets to control vehicle signals and data, meeting country security data requirements (with focus on Chinese vehicle market).

  - Tool adoption achieved 100% and met all strict requirements for China vehicle market security requirements.

- Vehicle Cloud Emulator

  - Initiated and led the design process for first project in newly formed startup, enabling developers to test and refine vehicle signals in a controlled environment, critical for scaling VW's global cloud-based automotive platforms.

  - Led UI design language, influencing all future projects, enhancing team collaboration and shared vision in newly form startup organization.

- Platform Availability Dashboard

  - Built from the ground up a global Platform Availability Dashboard to monitor platform and meet SLA agreements plus case deflection.

  - Led design process from project kickoff ambiguity to pixel perfect final UI, involving product owners, senior management, and engineering management teams.

- **UX Design Team Management**
  - Established and streamlined internal UX team design processes, including component libraries and design review workflows, to optimize delivery efficiency for enterprise-level software solutions in a newly formed UX design team.
  - Initiated design team skill enhancing workshops, including IDEO empathy design and Memorisely design system clinics to enhance team design impact.

Microsoft • Senior UX Designer, Redmond, WA
2017 - 2018

- Increased developer tool site, Microsoft Visual Studio, engagement 22% overall following redesign implementation launch.
- Initiated developer and product owner feedback loop for then siloed teams, adapting new techniques to gather user feedback and create common source of truth to make informed design decisions.
- Created consensus in challenging work environment, establishing communication channels between UX design team, individual products owners, and senior leadership for multi-brand customer facing website.

Groupon • Associate Creative Director, Seattle, WA
2014 - 2017

- Led a distributed design team across North America and EMEA, driving large-scale digital campaigns fully responsible for Groupon sales customer engagement and growth.
- Responsible for 8 person design team synergy overseeing performance reviews and weekly 1:1 meet ups to insure team cohesion and growth.
- Refined design operations to handle complex, high-volume campaigns, improving efficiency and ensuring consistent on-time delivery.
- Contributed to significant sales growth for Groupon Goods, a new market segment launched amid challenging sales in other divisions of the company.

Napster • Senior Designer, Seattle, WA
2013 - 2014

- Partnered with marketing to integrate the Napster and Rhapsody brands, creating a cohesive global presence.
- Developed a comprehensive style guide to ensure brand consistency across multiple markets and digital platforms.
- Elevated brand identity through strategic visual enhancements that kept pace with evolving competitors in the online music industry

T-Mobile • Lead UX Designer, Bellevue, WA
2010 - 2013

- **Samsung Sidekick 4G Android**
  - Lead designer of the T-Mobile Samsung Sidekick 4G, overseeing UX, product features, design language, and branding, resulting in successful product launch.
  - Led design for reskinning of Android OS, resulting in a customer UI experience found only on the Sidekick.
- **T-Mobile MyTouch Android Smartphones**
  - Lead designer responsible for onboarding experience for MyTouch series of first time user smartphones, was aimed at providing a mid-range, user-friendly Android experience.
  - Led strategy and execution with informational on-device videos to educate user and minimize customer support engagement in critical onboarding and user adoption journeys.

- Directed video production of on-device videos consulting outside video production firm through all aspects of script content and visual execution.
- **T-Mobile Product Line Synergy**
  - Initiated and led a complete re-thinking and redesign of all T-Mobile branded screen products to create a unified branded experience. Sourced contemporary artists to envision home screen image that supported T-Mobile brand as youthful, tech-forward, and design led.
  - Responsible for artist sourcing, as well as photo shoots and art direction to guide visual strategy and stay in-line with global brand standards.
  - Sold through concept from Design Manager up through Senior Management for project approval, funding and delivery.

Momentum Worldwide | American Express • Associate Creative Director, NY, NY | 2009 - 2010

Margeotes, Fertitta, Powell | Suncom Wireless (AT&T) • ACD, NY, NY | 2008 - 2009

G2 Worldwide | Grey Global Group • Senior Art Director, NY, NY | 2005 - 2008

Education:

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