

David Fite | Product Design Leader

646.342.4563 | www.linkedin.com/in/dfite | davidwfite@gmail.com | www.davidwfite.com PW:2024

Summary:

Senior Product Designer with 20+ years of experience across marketing, branding, and product design. Skilled in leading teams to develop impactful user experiences with a strong focus on UX/UI, interaction design, and strategic problem-solving. Expertise in team collaboration, resource management, and applying design thinking to drive successful product outcomes.

Experience:

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

12/2020 - 03/2024

- Led the design of an internal developer portal, creating a unified source of truth for enterprise-level SaaS solutions supporting all VW Group brands, including Porsche, Audi, Lamborghini, and more, focused on developing software-defined EV vehicles.
- Drove the design and development of a comprehensive vehicle emulator, enabling developers to test and refine software in a controlled environment, critical for scaling VW's global cloud-based automotive platform.
- Established and streamlined design processes, including component libraries and design review workflows, to optimize delivery efficiency for enterprise-level software solutions in a newly formed design team.

Microsoft • Senior UX Designer, Redmond, WA

08/2017 - 06/2018

- Redesigned the Visual Studio website, significantly improving its UX and visual design, resulting in a 22% increase in user engagement.
- Developed a new component and pattern library to accelerate design workflows, reducing lead times for SaaS-based web applications.
- Initiated a collaborative UI review process that enhanced team alignment and streamlined design validation.

Groupon • Associate Creative Director, Seattle, WA

03/2014 - 05/2017

- Led a distributed design team across North America and EMEA, driving large-scale digital campaigns with a focus on innovation and performance.
- Refined creative operations to handle complex, high-volume campaigns, improving efficiency and ensuring consistent on-time delivery.
- Design leadership for 3 time zones, Seattle, Chicago and Dublin, empowering a team of 7 designers to deliver for multiple markets and target users.

Napster • Senior Designer, Seattle, WA

03/2013 - 12/2014

- 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

03/2010 - 02/2013

- Led the design of the T-Mobile Samsung Sidekick 4G, overseeing product features, design language, and branding, contributing to a successful product launch.
- Standardized the design and user experience across all T-Mobile-branded devices, enhancing retail and customer interactions.
- Managed creative direction and asset production, ensuring alignment with senior leadership and brand goals.

Momentum Worldwide | American Express • Associate Creative Director, NY, NY

01/2009 - 03/2010

- Drove all concept development and execution for major branded events including the US Open Tennis Tournament, Mercedes-Benz Fashion Week, and Tribeca Film Festival.
- Delivered innovative creative solutions to capture and engage high profile net worth cardmember participants, creative included site premise design, unique cardmember takeaways, and branded video campaigns broadcast in all New York Cabs and on premise at all events.

Margeotes, Fertitta, Powell | Suncom Wireless (AT&T) • Associate Creative Director, NY, NY

03/2008 - 01/2009

- Rebranded weekly advertising campaigns for large, regional wireless carrier.
- Oversaw photoshoot with brand spokesman, Harry Connick Jr., collaborating with photographers, set designers and Harry to develop strong concept to align with print and TV campaigns.

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

03/2005 - 02/2008

- Packaging, retail design, and branding for Absolut Vodka and Lucky Strike.
- Led client presentations, onsite design clinics and branding deep dives.

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