

David Fite | Product and Branding Design Leader

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Summary:

- Product and Branding Design Leader driving digital transformation across Fortune 500 companies in automotive, technology, consumer, and telecommunications sectors. Led Volkswagen's Developer Experience Portal to 65% user adoption and 1200% tool expansion, Microsoft's Visual Studio redesign to 22% increased engagement, and T-Mobile's flagship device experiences including the Samsung Sidekick 4G (235,000+ annual units). Proven track record of translating complex requirements into intuitive experiences that drive measurable business outcomes and user adoption at scale.

Experience:

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

- As Senior UX Designer at Volkswagen Group, I led the design and development of critical enterprise platforms supporting the digital transformation of VW's software-defined vehicle initiatives across international brands including Porsche, Audi, Lamborghini, and Bugatti.
- Spearheaded the design of a comprehensive Developer Experience Portal (DXP) that became the unified source of truth for VW's enterprise-level SaaS solutions. Achieved 65% internal user adoption pre-launch and expanded service tools by 1200% within one year. Established the organization's first component library system based on Google Material UI, setting design standards for the growing startup organization.
- Led multiple high-impact projects including a Global Vehicle Signal Sensitivity tool that achieved 100% adoption and met strict Chinese market security requirements, a Vehicle Cloud Emulator enabling developers to test vehicle signals in controlled environments, and a Platform Availability Dashboard for monitoring global SLA compliance. These initiatives were crucial for scaling VW's cloud-based automotive platforms internationally.
- Strengthened the UX team's capabilities by establishing streamlined design processes, implementing component libraries, and creating efficient design review workflows. Initiated skill-enhancement programs including IDEO empathy design workshops and Memorisely design system clinics to elevate the team's impact on enterprise-level software solutions.

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

- Successfully led the redesign of Microsoft Visual Studio's developer tool site, resulting in a 22% increase in overall engagement. This initiative demonstrated the ability to enhance user experience while maintaining complex technical requirements.
- Bridged communication gaps between previously siloed teams by implementing a structured feedback loop between developers and product owners. This system established a common source of truth for design decisions, improving collaboration and product outcomes through data-driven insights.
- In a complex multi-stakeholder environment, fostered consensus by establishing clear communication channels between the UX design team, product owners, and senior leadership. This framework proved essential in aligning vision and execution for a multi-brand customer-facing website, ensuring cohesive design implementation across diverse brand requirements.

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

- Led and mentored a diverse 8-person design team distributed across North America and EMEA, directly overseeing their professional development through regular performance reviews and weekly one-on-one meetings. This hands-on leadership approach fostered team cohesion and individual growth while managing large-scale digital campaigns crucial for Groupon's sales engagement and customer growth initiatives.
- Optimized design operations to efficiently handle complex, high-volume campaigns, establishing streamlined workflows that ensured consistent, on-time delivery. These operational improvements proved instrumental in supporting the successful launch and growth of Groupon Goods, a new market segment that demonstrated significant sales growth during a period of challenging performance in other company divisions.

Napster • Senior Designer, Seattle, WA**2013 - 2014**

- Led strategic brand integration efforts between Napster and Rhapsody, collaborating closely with marketing teams to create a unified global presence. Developed and implemented a comprehensive style guide that ensured brand consistency across diverse international markets and digital platforms. Through strategic visual enhancements, successfully elevated the brand identity to maintain competitive positioning in the rapidly evolving online music industry.

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

- As Lead Designer for the T-Mobile Samsung Sidekick 4G, spearheaded all aspects of UX, product features, design language, and branding. Notable achievements included creating a custom Android OS reskin that delivered a unique, Sidekick-exclusive user interface, setting the product apart in the competitive smartphone market.
- Led the design strategy for the MyTouch series of Android smartphones, focusing on creating an intuitive onboarding experience for first-time users. Innovated the user education process by conceptualizing and directing the production of on-device tutorial videos, collaborating with external production firms to develop content that significantly reduced customer support needs during critical adoption phases.
- Initiated and executed a comprehensive redesign of T-Mobile's entire branded screen product line, establishing a cohesive visual identity across all devices. This strategic initiative involved sourcing contemporary artists and directing photo shoots to create home screen imagery that reinforced T-Mobile's brand positioning as youthful, tech-forward, and design-driven. Successfully presented and gained approval for this vision from senior management, securing project funding and support for full implementation.

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