

# David Perez

Senior Product Designer based in New York

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## Experience

- |                     |  |                                |
|---------------------|--|--------------------------------|
| Nov 2022 - Present  | <b>Design Consultant</b>   | FloatMe   San Antonio, TX      |
|                     | <ul style="list-style-type: none"><li>-- Collaborated with developers to create consistent and straightforward design styles, UI components, and interaction patterns throughout the app.</li><li>-- Teamed up with the Head of Product to identify feature candidates for the roadmap, supported by the market and user research I conducted.</li><li>-- Designed new features: Card Sign Up, Credit Builder Card, and Money Transfers.</li><li>-- Conducted user research on their beta product to pinpoint enhancements.</li></ul>  |                                |
| Aug 2021 - Present  | <b>Sr Product Designer</b>   | Tibles Inc   New York, NY      |
|                     | <ul style="list-style-type: none"><li>-- Effectively migrated the design and engineering teams from Sketch to Figma.</li><li>-- Created a customizable design library that can be adapted to suit various brands.</li><li>-- Responsible for designing new features, onboarding contractors and new designers, and ensuring the maintenance of the design system documentation.</li></ul>  |                                |
| Feb 2022 - Jan 2023 | <b>Digital Design Consultant</b>   | Creative Circle   New York, NY |
|                     | <ul style="list-style-type: none"><li>-- Implemented a design library for Bed Bath &amp; Beyond, facilitating the design team's switch from Sketch/Zeplin to Figma.</li><li>-- Contributed to the design of production features for Bed Bath &amp; Beyond's new rewards program and ensured designs worked across multiple platforms.</li><li>-- Established a Figma design library for Zoom's marketing and e-Commerce design teams. I worked closely with design leadership, their head of brand, and designers to ensure the system was scalable and easy to use.</li></ul>                         |                                |
| Jun 2021 - Sep 2021 | <b>Sr Design Consultant</b>  | Starfish   New York, NY        |
|                     | <ul style="list-style-type: none"><li>-- Redesigned the marketing site of a pharmaceutical company and two of their products. Products include: Onzetra, and provided design support for Contrave.</li><li>-- Worked with leadership, copywriters, clients, and the client's WordPress devs to ensure the information architecture and visual designs met their expectations.</li></ul>  |                                |
| Mar 2019 - Jul 2021 | <b>Sr UI/UX Designer</b>   | Total Wine   Palm Beach, FL    |
|                     | <ul style="list-style-type: none"><li>-- Lead designer for the consumer app team and internal store apps team.</li><li>-- Conducted research (usertesting.com, in the store, surveys, market analysis) and incorporated key insights into my design decisions.</li><li>-- Responsible for managing the design system in Sketch and updating the documentation in InVision for both consumer and internal design organizations.</li><li>-- Designed features that streamlined the checkout process, introduced curbside pickup, tracked inventory, and order fulfillment management in store.</li></ul> |                                |

Nov 2015 - Mar 2019

UI/UX Designer

Apple | Cupertino, CA

- Designed a new internal web app used to track Apple's hardware initiatives.
- Lead the design of new features for apps built to support access management, project management, headcount tracking, and program financing.
- Identified key pain-points by facilitating user research and testing solutions.
- I worked closely with VPs, Engineering Program Managers, Specialists, Dev/QA, Designers and Data Scientists to ensure we were all aligned.
- Helped architect new APIs and played a key role in integrating APIs managed by other internal tools teams.
- Delivered designs and feature specifications (requirements) in compliance with the project scope/timeline as well as reporting project status and escalating issues/risks with our partners.
- Ran pilots to validate features before releasing to production, facilitated brown bag sessions, and developed online product documentation.

## Skills

### Software

Figma, Sketch, Axure RP, InVision, Balsamiq, Zeplin, Adobe CC, Miro, MindNode, Atlassian Suite, Asana, Hotjar, CrazyEgg

### Research

Usability Testing, A/B, Site Mapping, Personas, Market Analysis, Usertesting.com, Surveys, Interviews

### Design

Wireframes, Style/Brand Guides, Design Systems, Components, Typography, Interaction Design, Prototyping, Journey maps

### Languages

English  
Spanish  
Portuguese  
Russian (beginner)

## Education

### Online UX Strategy Masterclass — Jaime Levy (2018)

Completed a 6-week masterclass where I learned more about conducting product strategy techniques.

### PMP Exam Prep — PMI San Francisco Chapter (2017)

Attended an in-person class to prepare for the PMP Certification Exam. Went over PMBOK 5 core concepts and project management best practices. I took this course with the intent to better understand Program Managers as they were my target audience and wanted to learn more about their domain.

### Computer Science — Austin Community College (2016 - pending completion)

Completed courses in Psychology, Visual Arts, Fundamentals of Networking Technologies, Fundamentals of Programming, English, Mathematics, and Economics.