David Ye

Lead Designer (Product & UX) · davidye0250@gmail.com · +1 847 682 0250 · davidye.framer.ai · Linkedin

Summary

Lead Product/UX Designer with 9+ years of experience delivering end to end experiences and enterprise platforms across various industries. I lead ambiguous, cross-team work from strategy through execution, including design systems, workflow redesign, and research-driven product decisions. Recent work includes leading a global ordering platform redesign and governance effort that contributed to a #1 preference shift (19% lead) and improved customer ratings (3.8 → 5.0 stars sustained across six quarters). Known for fast alignment, high-quality execution, and measurable outcomes.

Skills

- **Product Design:** Interaction Design, End-to-end flows, Information Architecture, UI specs/handoff, Design QA
- **Product Strategy:** Problem framing, Requirements, Workshops, Tradeoffs, Metrics with PM
- **Research:** Planning, Facilitation, Interviews, Usability tests, Methodologies, Synthesis, Insights into Action
- **Systems and Accessibility:** Tokens/components, governance, WCAG/VoiceOver, Enterprise scale consistency
- **Design Leadership:** Pod lead, critique, mentorship, stakeholder management, cross-functional alignment

Work Experience

Lead UX Designer @EPAM Systems

Apr 2023 - Present (Select Engagements)

Novartis

- Led end-to-end redesign and design governance for a global ordering platform.
- Scaled an atomic design system from 1 product to 3, reducing UI fragmentation and improving delivery consistency.
- User ratings improved 3.8 → 4.8/5 sustained across 6 quarters; ranked #1 with a 19% lead over competitors, UI/UX was cited as a top driver of user ranking preference.

Walgreens

- Led design and research across Retail, Photo, and Wallet/Rewards, producing wireframes and prototypes to accompany a learning summary that translated findings into prioritized product recommendations (onboarding, rewards discovery, personalization, comms).
- Identified engagement drivers (wallet value, coupons/savings, price transparency) and defined UX directions (elevate Wallet, refine combined landing pages, reduce onboarding friction).
- Drove stakeholder alignment by pairing qualitative evidence with decision-ready guidance and tradeoffs.

Senior UX Designer @EPAM Systems

Feb 2022 - Apr 2023 (Key Engagement)

Estée Lauder Companies

- Led a pilot redesign of a voice-enabled AI assistant for users with varying degrees of vision impairment, owning end-to-end UX across discovery, interaction design, and validation.
- Defined accessible voice UI patterns and content principles to handle real-world constraints, including response latency, error recovery, and step-by-step guidance, while avoiding conflicts with screen reader

behaviors and non-visual affordances.
- Validated concepts through a TestFlight pilot with 9 participants, synthesized insights, and translated findings into prioritized design iterations and implementation guidance.

Senior UX Designer @Fjord - DC Studio now part of Accenture Song

April 2019 - Feb 2022 (Key Engagement)

US National Background Investigation Services (NBIS)

- Owned concurrent, high-stakes workflows (Adjudication, Continuous Vetting) in a federal governance environment, aligning product, security, and policy constraints.
- Delivered workflow and UI designs supporting 3.4M+ users across 400+ agencies/organizations.
- Built and scaled an enterprise design system (tokens/components + standards) to reduce fragmentation and meet accessibility requirements.
- Led interviews and usability testing, translated findings into prioritized UX changes, and partnered with engineering through implementation and QA.

UX/UI Designer @Azavar Technologies

Aug 2018 – Dec 2018

- Designed and scoped enhancements for municipal revenue software, translating stakeholder needs and constraints into shippable requirements and UI specs.
- Partnered closely with engineering to negotiate tradeoffs and deliver within technical limitations.

UX Researcher (Intern) @Ford Motor Company

May 2017 – Dec 2017

- Led a small research team to identify workflow pain points across internal tools and training processes; synthesized findings into actionable recommendations presented to leadership.
- Work under NDA.

UX Designer (Intern, Part-time) @Brake Supply Company

May 2017 – Dec 2018

- Supported digitization of paper-based shop workflows; facilitated co-design sessions with mechanics and translated needs into early UX concepts.
- Part-time alongside another internship.

UX Designer @Citybase

May 2016 - Dec 2016

- Redesigned the UI of Citybase's payment kiosks used by low-literacy populations.
- Planned, conducted, and synthesized research methodologies, resulting in generating impactful design and rationale.
- Per usability tests with 12 participants, Improved time on task by 80% (10 minutes to 2 minutes), achieved retention rates of 90%, and generated $9 million+ in transaction revenue within the first year after the redesign.
- In 2018, GTY holdings acquired Citybase for $160m with the success of the kiosk being a major factor.

Education

Purdue University

2014 - 2018

- B.Sc., Computer Graphics Technology: UX Design
- Certificate of Innovation & Entrepreneurship