David Hyman

Powder Springs, GA | (404) 697-2920 | bigdhyman@gmail.com | [LinkedIn Profile](http://linkedin.com/in/david-hyman-47027a62) | [Portfolio](http://www.davehyman.com/)

# Lead UI/UX Designer with over 10 years of experience delivering user-centered web and mobile designs for Fortune 500 companies. Recognized for driving significant business outcomes through strategic UX design that increases engagement, conversion rates, and customer satisfaction. Skilled in leading cross-functional teams, developing scalable design systems, and enhancing user experiences through data-driven decisions. Proven expertise in creating inclusive ADA-compliant digital products that align with user needs and drive business goals. Passionate about mentorship and fostering collaborative environments that promote innovation and growth.

# Core Competencies

• UI/UX Design: Wireframing, Prototyping, User Flows, Interaction Design, Usability Testing, User Research
• Tools: Figma, Sketch, Adobe XD, Photoshop, InVision, Zeplin
• Front-End Collaboration: HTML5, CSS3, JavaScript (collaboration level)
• Methodologies: Agile, Scrum, Design Thinking, User-Centered Design, ADA Compliance
• Project Leadership: Cross-Functional Team Collaboration, Design Strategy, Product Vision, Stakeholder Communication
• Metrics & KPIs: A/B Testing, Conversion Optimization, User Engagement Metrics, NPS Improvements

# Professional Experience

## Lead UI/UX Designer

OffSec, Remote

February 2024 – June 2024

• Led a design team of 5 to create user-centered interfaces for cybersecurity software, resulting in a 25% increase in user satisfaction and a 15% boost in feature adoption.
• Implemented agile design processes, reducing the time-to-market by 30% through streamlined workflows and continuous stakeholder engagement.
• Conducted usability testing and research, leading to data-driven design decisions that improved overall user experience by 20%.
• Key Project: Designed the UI for a high-profile product launch, integrating feedback from over 50 users during beta testing, which directly influenced feature prioritization and product roadmap alignment. | Demonstrated ability to align design initiatives with overarching business goals and drive cross-functional collaboration.

## Senior Product Designer

Citizens Bank, Remote

March 2021 – December 2023

• Led the redesign of the HELOC application process, resulting in a 20% increase in application conversions and improved NPS scores by 15 points.
• Collaborated with product managers, engineers, and developers to create intuitive designs for iOS, Android, and web platforms, reaching over 500,000 users.
• Spearheaded the mobile app redesign, improving key usability metrics and reducing user drop-offs by 18%.
• Developed a scalable design system, standardizing components across web and mobile platforms, which reduced design and development cycles by 40%.
• Key Project: Led a cross-functional team to design and launch the bank's first fully streamline digital HELOC application, reducing the average processing time from 14 days to 7 days. | Demonstrated ability to align design initiatives with overarching business goals and drive cross-functional collaboration.

## Senior UI/UX Designer

Florida Blue, Remote

Aug 2022 – May2023

• Improved ADA compliance for the company’s healthcare platform, ensuring full accessibility and increasing user engagement by 35%.
• Conducted A/B testing and usability studies, optimizing user flows that resulted in a 20% reduction in form completion times.
• Led design efforts for multiple high-impact projects, ensuring alignment with product goals and compliance regulations.
• Mentored junior designers, helping to build the design team’s capacity and improving cross-team collaboration with development and QA teams.
• Key Project: Redesigned the member portal, improving ease of access to health information, which resulted in a 25% increase in portal usage and customer satisfaction. | Demonstrated ability to align design initiatives with overarching business goals and drive cross-functional collaboration.

## UI/UX Designer

NetTracer, Atlanta, GA

July 2017 – Mar 2020

• Led the design of the company’s baggage tracking system, reducing customer service inquiries by 30% and improving the overall user experience.
• Collaborated closely with the front-end development team to ensure seamless design handoffs, reducing design revisions by 20% and speeding up implementation.
• Conducted usability research to identify key pain points, leading to iterative design improvements that increased user retention by 12%.
• Key Project: Worked on the redesign of the lost baggage tracking system, leading to a 15% improvement in user navigation flow and overall satisfaction scores. | Demonstrated ability to align design initiatives with overarching business goals and drive cross-functional collaboration.

## UI/UX Designer

AT&T, Atlanta, GA

June 2016 – June 2017

• Led the Digital Design and User Experience team, improving UX for web properties, social media, and mobile applications. | Demonstrated ability to align design initiatives with overarching business goals and drive cross-functional collaboration.

• Organized content to create clear, navigable, and user-friendly websites and apps.

• Conducted usability tests to identify and resolve user pain points.

• Created intuitive user flows and wireframes aligned with business goals.

• Delivered design projects within budget and technical limits.

## UI/UX Designer

Assurant Inc, Atlanta, GA

Aug 2015 – June 2016

• Designed user-centered interfaces in an agile environment.

• Developed wireframes, mock-ups, and prototypes to enhance user experiences.

• Created design standards including style guides and sitemaps, ensuring brand consistency.

• Conducted user research, improving navigation and user interfaces.

• Ensured ADA compliance across all projects.

• Established best practices for design and brand representation across multiple channels.

# Education

Bachelor of Psychology
Capella University
Graduated: May 2014

# Technical Skills

• Design Tools: Adobe Creative Suite, Figma, Sketch, InVision, Zeplin, Axure
• Prototyping & Wireframing: Figma, Sketch, Adobe XD, Axure
• Front-End Collaboration: HTML5, CSS3, JavaScript
• Collaboration & Project Management: Jira, Trello, Slack, Microsoft Teams

# Notable Projects

• NetTracer Baggage Retrieval System: Led the rebranding and redesign of the baggage retrieval system by collaborating closely with claim specialists to create an efficient and intuitive user interface. The improved system enabled customers to retrieve lost baggage faster, reducing overall processing times. This redesign resulted in a 20% faster baggage retrieval process, leading to increased customer satisfaction and a 15% increase in revenue for partnering airlines. | Demonstrated ability to align design initiatives with overarching business goals and drive cross-functional collaboration.

• HELOC Application Redesign: Spearheaded the redesign of a critical financial application, reducing the time to apply by 50% and increasing user satisfaction by 20%. | Demonstrated ability to align design initiatives with overarching business goals and drive cross-functional collaboration.

**Innovative UX Leader | Driving User-Centered, Business-Impacting Design for Over 10 Years**

**Soft Skills**Leadership, Strategic Thinking, Problem Solving, Mentorship, Stakeholder Management, Cross-Functional Collaboration, Adaptability, Effective Communication