

SUMMARY

Experienced user experience team leader with a strong product-driven mindset and a proven record of leading cross-functional teams to deliver innovative digital experiences. Successfully revamped member experiences to boost engagement and increase task efficacy. Adept at building high-performing teams, fostering cross-departmental relationships, and aligning design strategies with business goals.

CERTIFICATIONS

Certified Scrum Product Owner (CSPO)

Scrum Alliance, 2021-2026

SKILLS

- Team Leadership & Talent Management
- Product Design & Development
- Efficiency & Workflow Improvement
- Project Management
- User Experience Design
- User Research and Analytics
- Content Strategy
- Information Architecture
- Accessibility WCAG 2.2 AA
- Figma, Sketch, & Axure

EXPERIENCE

UX Architect & Experience Designer | U.S. Bank (Contract), Nov 2024–Present

- Leading the experience design for new Subscription Management feature for U.S. Bank credit card holders. Produced flows, wireframes, and final design deliverables in collaboration with product owner, copywriter, and native app and online banking lead developers, design system team and A11Y team.

Director of User Experience | Level2, Feb 2021–Apr 2024

- Redesigned the member app using conceptual wireframes, flows, and interaction details, increasing member engagement and demonstrating strategic problem framing.
- Produced accessibility guidelines and content technical details for improvement of development efficacy, cross-functional collaboration and release timing.
- Planned usability testing and built prototypes using Figma, applying agile practices to enhance product design and development processes.
- Initiated design for AI-based tools to improve consistency and efficiency of coaches and support team.

Director of User Experience | Uncommon Giving, Jun 2020–Feb 2021

- Collaborated with executive leadership to enhance platform UX and support marketing efforts, aligning design strategy with business goals.
- Integrated user research methods, including surveys, heat maps, and analytics, to drive user-centered design and informed decision making.

Lead Product Designer | Independent Contractor, Jan 2019–Jun 2020

- **U.S. Bank:** Enhanced product and UX design with internal user working sessions for more standards-based UIs, interactions, and concise data display for Freight Payments applications and dashboards.
- **Best Vendors:** Complete user-focused redesign of client portal for Canteen Corporation with effective data visualization, improved task efficacy, and simpler order management for internal admins.
- **Target Corporation:** Streamlined workflow processes by centralizing data, conducting user interviews, and collaborating with product owners to shape an effective UI solution.

David Couet

BACKGROUND

Minneapolis Community and Technical College

General studies, Computer Graphics and Animation

U.S. Navy

Machinist's Mate 2nd Class,
Submarine Qualified,
Honorably Discharged

CONTACT

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EXPERIENCE (continued)

Digital UX Manager | Allianz Life Insurance, Apr 2016–Oct 2018

- Led user research and user-centered design initiatives, managing a team of four designers and five front-end developers to ensure design consistency and quality code execution.
- Cultivated collaborative working relationships with Marketing, Compliance, IT, and Operations across nine product teams to drive successful project deliveries.

UX Lead, Consumer Applications | RedBrick Health (Contract), Nov 2014–Apr 2016

- Directed the development and optimization of an enterprise-level health and wellness platform, enhancing user satisfaction through strategic cross-team collaboration.
- Collaborated with Product, Content Strategy, Design, and Technology teams to deliver initial product rollouts and updates aligned with business priorities.
- Developed detailed user flows, wireframes, and interaction specifications for transitioning a desktop portal to the first iOS mobile app, improving user engagement and satisfaction.
- Innovated conversation-based UIs utilizing IBM Watson AI by applying user research insights to design effective solutions.

Senior User Interaction Designer | Optum (Contract), Jun 2014–Nov 2014

- Refactored member-facing projects using a user-centered design approach, refining copy, enhancing search details, and designing responsive layouts to boost engagement and satisfaction.

Senior User Experience Design Manager | Ameriprise Financial, Sep 2009–Jun 2014

- Formulated and guided the long-term online user experience vision for ameriprise.com and advisor-facing sites to elevate engagement across multiple business units.
- Managed and mentored junior team members while coordinating with contractors to improve team performance and project delivery efficiency.
- Directed user-centered design for a new Advisor Website Platform, empowering over 8,000 advisors to independently manage robust content and enhance client relationships.