

# David Couet

# Lead Product Designer

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## CONTACT

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## SKILLS

### Leadership & Management

- Team Leadership
- Talent Management
- Project Management

### Design & Development

- Strategic Design Thinking
- Product Design
- User Experience Design
- Design Systems
- Accessibility WCAG 2.2 AA

### Research & Strategy

- User Research and Analytics
- Information Architecture
- Content Strategy

### Process & Operations

- Efficiency & Workflow Improvement
- Agile Practices
- FinTech
- Financial Services
- Healthcare
- Health & Wellness

### Tools

- Figma, Sketch, & Axure

## CERTIFICATIONS

### Certified Scrum Product Owner (CSPO)

Scrum Alliance, 2021-2026

## SUMMARY

Lead Product Designer with 15+ years experience that is outcomes-driven with a platform- and product-driven mindset. A visionary thinker and key problem solver that builds strong, trusting relationships with colleagues across departments and at all levels in the organization. Demonstrated success in revitalizing user experiences and aligning design strategies with business and technical goals.

## EXPERIENCE

### U.S. Bank

#### UX Architect & Experience Designer, Nov 2024–Present

- Led the design of the new Subscription Management feature for U.S. Bank credit card holders. Produced detailed user flows, wireframes, and final design deliverables in collaboration with product owners, copywriters, native app and online banking developers, design system team, and A11Y specialists. Early numbers indicate an enhanced user experience with increased customer satisfaction.

### Level2 (UnitedHealthcare)

#### Director of User Experience, Feb 2021–Apr 2024

- Designed the new Learning section of member app with wireframes, flows, screen designs, interaction details, and accessibility guidelines, increasing member engagement and user satisfaction while applying agile practices to enhance product development processes.
- Planned and executed usability testing and prototype creation using Figma, integrating agile practices to optimize product design and development.
- Launched a design initiative for AI-based tools to improve consistency and operational efficiency for coaches and support teams.

### Uncommon Giving

#### Director of User Experience, Jun 2020–Feb 2021

- Managed stakeholder relationships with executive leadership to refine the financial platform's UX, aligning design initiatives with business objectives and enhancing user satisfaction
- Integrated user research methods, including surveys, heat maps, and analytics, to drive a user-centered design approach, resulting in improved product usability and informed strategic decision-making.

### Independent Contractor

#### Lead Product Designer, Jan 2019–Jun 2020

- **U.S. Bank:** Enhanced product and UX design through internal user working sessions, establishing standards for UI components, interaction patterns, and concise data displays for Freight Payments applications and dashboards.

## BACKGROUND

### Minneapolis Community and Technical College

General studies, Computer Graphics and Animation

### U.S. Navy

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

- **Best Vendors:** Executed a user-focused redesign of the client portal for Canteen Corporation, improving data visualization, task efficiency, and order management for internal administrators.
- **Target Corporation:** Streamlined workflow processes by centralizing data, conducting user interviews, and collaborating with product owners to deliver an effective UI solution.

### Allianz Life Insurance

**Digital UX Manager**, Apr 2016–Oct 2018

- Directed user research and user-centered design initiatives, managing a team of four designers and five front-end developers to ensure design consistency and high-quality code execution.
- Built collaborative relationships with Marketing, Compliance, IT, and Operations across nine product teams, fostering cross-functional alignment and successful project deliveries.

### RedBrick Health

**UX Lead, Consumer Applications**, Nov 2014–Apr 2016

- Champion of the consumer experience for continued development and optimization of their enterprise-level health and wellness platform, enhancing user satisfaction through strategic cross-team collaboration.
- Partnered with Product, Content Strategy, Design, and Technology teams to deliver initial product rollouts and critical updates aligned with business priorities.
- Created clear user flows, wireframes, and interaction specifications to transition a desktop portal to the first iOS mobile app, resulting in increased user engagement.
- Developed concepts for conversation-based UI solutions using IBM Watson AI by applying in-depth user research insights, leading to improved user interaction and satisfaction.

### Optum

**Senior User Interaction Designer**, Jun 2014–Nov 2014

- Refined member-facing projects by applying a user-centered design approach, enhancing content clarity, search functionality, and responsive layout design to boost engagement and satisfaction.

### Ameriprise Financial

**Senior User Experience Design Manager**, Sep 2009–Jun 2014

- Formulated and steered the long-term online user experience vision for ameriprise.com and advisor-facing sites, elevating engagement across multiple business units.
- Managed and mentored junior designers and coordinated with contractors to drive efficiency, align talent management with business priorities, and improve project delivery.
- Directed user-centered design for a new Advisor Website Platform, empowering over 8,000 advisors with robust content management and improved client relationship tools through effective cross-functional collaboration.