

# David Hopper

PRODUCT DESIGN LEADER | FINTECH, AI & COMPLEX SYSTEMS

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<https://david-hopper-ux-design-portfolio.webflow.io/>

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## ABOUT

With a foundation spanning psychology, education, technology, and design, I specialize in understanding human behavior and transforming complexity into intuitive, high-impact experiences. Over 15 years, I have partnered with executives, product teams, engineers, and stakeholders to drive user adoption, engagement, conversion, and business growth across enterprise, SaaS, startup, and nonprofit environments.

My experience spans enterprise fintech, AI-enabled experiences, research, design systems, onboarding optimization, and cross-functional leadership. I thrive in fast-moving environments where systems thinking, curiosity, and collaboration transform ambiguity into trusted, scalable products.

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## CORE EXPERTISE

- Enterprise Product Design
- Fintech & Regulated Systems
- AI-enabled Experiences
- Product Strategy & Roadmapping
- User Research & Discovery
- Design Systems & Scalable UX
- Complex Workflow Design
- Cross-functional Leadership
- Behavioral Design & Psychology
- Data-Informed Decision Making

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## LEADERSHIP HIGHLIGHTS

- Established reusable AI design patterns, workflows, and adoption strategies across enterprise fintech platforms
- Designed and evolved interconnected product ecosystems spanning desktop, mobile, and enterprise applications
- Directed research, experimentation, and validation efforts to inform product strategy and customer experience improvements
- Partnered directly with executives, product leaders, engineers, and stakeholders to deliver customer-centered solutions
- Built scalable design systems, workflows, and product frameworks that increased organizational effectiveness, product quality, and user success.

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## EXPERIENCE

### LAND GORILLA

*Promoted twice from UX Designer → UX/UI Design Manager → Lead Product Designer in under 3 years*

#### Lead Product Designer | Feb 2024 - Aug 2025

- Led strategic initiatives across multiple enterprise platforms, aligning executives, engineering, product, and business stakeholders around shared objectives.
- Directed cross-functional efforts that contributed to three industry awards for usability, functionality, and customer experience.
- Defined AI workflows, operating models, and adoption strategies that accelerated feature adoption and improved customer outcomes across multiple enterprise platforms.
- Spearheaded the evolution of a multi-platform fintech ecosystem, aligning workflows, AI capabilities, and user experiences across interconnected enterprise products.
- Partnered with the CEO and executive leadership to shape product direction while balancing business goals, customer needs, and execution priorities.

#### UX/UI Design Manager | Mar 2023 - Feb 2024

- Led process transformation initiatives that accelerated delivery velocity by 250%, improved alignment, and increased product quality across multiple teams.
- Built scalable operational frameworks, governance models, and collaboration processes that improved consistency and execution.
- Mentored team members and strengthened partnerships across product, engineering, leadership, and business functions.

- Established systems and workflows that reduced friction and improved organizational efficiency.
- Partnered with product, marketing, and executive stakeholders to support go-to-market planning, customer adoption, and product launch initiatives.

### UX Designer | Nov 2022 – Mar 2023

- Led research, discovery, and market analysis initiatives to identify opportunities for product growth, workflow optimization, and enterprise platform improvements.
- Partnered with stakeholders to define strategic priorities and improve enterprise workflows.
- Synthesized quantitative and qualitative insights into actionable recommendations for leadership and product teams.

### **FREELANCE CONSULTING**

#### Lead UX/Product Designer | Aug 2021 – Present

- Leading the localization and go-to-market strategy for an international technology company entering the U.S. market, aligning product positioning, customer experience, and messaging to improve market readiness and adoption.
- Partnering with founders, CEOs, and executive teams to define strategy, improve operations, and align business objectives with customer needs.
- Leading cross-functional initiatives spanning research, product development, service design, organizational alignment, and growth.
- Guiding organizations through ambiguity, prioritization, and strategic execution.

### **MAI SUPPLIES**

#### Lead UX Designer | March 2022 – Nov 2022

- Directed digital marketing and content strategy across three websites, products, and service offerings for a B2B and D2C startup.
- Led market research, content strategy, and digital initiatives supporting growth across multiple products, services, and customer segments.
- Owned, launched, and scaled three strategic products that expanded market reach, strengthened brand presence, and supported business growth.

### **EVER FORWARD**

#### Lead UX Designer / Digital Engagement Coordinator | Aug 2021 – Nov 2022

- Led digital transformation and operational improvement initiatives that increased engagement, visibility, and funding outcomes.
- Secured over \$100K in grant-related outcomes through improved communication, stakeholder alignment, and organizational strategy.

### **NUSKU ARTS | FUSION EDUCATION | AMETHOD SCHOOLS**

#### Program Lead | Educator | Service & Behavioral Designer | Feb 2012 – Mar 2020

- Designed and led educational, service design, and community programs serving diverse populations, leveraging behavioral psychology to increase engagement, participation, and program impact.
- Applied research, observation, and human-centered design principles to improve retention, learning outcomes, and participant success across multiple educational environments.

### **EDUCATION**

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Certificate, UX/UI Design | University of California, Berkeley

Bachelor of Arts, Psychology | University of Louisville