

David Hopper

PRODUCT DESIGN LEADER | CRAFT, PSYCHOLOGY, SYSTEMS

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

ABOUT

My perspective as a designer has been shaped as much outside of technology as within it. Before leading product design initiatives, I spent years immersed in psychology, music, visual art, education, and diverse communities. Those experiences fundamentally shaped how I understand people, creativity, collaboration, and design.

Today, I bring that same **intrepid creativity** to product design, combining research, systems thinking, storytelling, and craft to create intuitive experiences that solve meaningful problems. Over the past 15+ years, I've partnered with nonprofits, executives, product teams, engineers, and clients to navigate ambiguity, align diverse perspectives, and transform complexity into products that feel intuitive, connect with people, and create meaningful outcomes.

I measure success not by what I create alone, but by what teams are able to create together. I strive to cultivate environments where curiosity, trust, and diverse perspectives empower people to do their best work. I genuinely believe the strongest products are always the result of exceptional collaboration.

CORE EXPERTISE

- Product Design & Strategy
- UX & UI Design
- Visual Design & Craft
- Interaction Design
- User Research & Discovery
- Design Systems & Scalable UX
- AI-Enabled Experiences
- Psychology & Behavioral Design
- Cross-functional Leadership
- Storytelling & Facilitation

IMPACT

- Created collaborative environments that strengthened cross-functional partnerships, unlocked creative thinking, and helped teams do their best work
- Designed large-scale product ecosystems spanning web, mobile, and enterprise applications
- Built scalable design systems, reusable interaction patterns, and AI frameworks
- Balanced visual craft with systems thinking across highly complex workflows
- Partnered directly with CEOs, executive leadership, Product, Engineering, and Marketing
- Led AI-enabled product initiatives across award-winning enterprise platforms

EXPERIENCE

LAND GORILLA

Scaling Product Design & AI Across an Enterprise Fintech Platform

Joined a rapidly growing enterprise fintech company to help evolve its product organization, scale design practices, and deliver strategic initiatives across a complex ecosystem of AI-enabled products. Promoted twice in under three years while leading organizational transformation, cross-functional collaboration, and product experiences that helped move long-standing initiatives into production.

Lead Product Designer | Feb 2024 – Aug 2025

- Unified product strategy across multiple enterprise platforms.
- Established AI workflows, interaction patterns, and adoption strategies.
- Led award-winning product initiatives recognized for usability, functionality, and customer experience.
- Partnered directly with executive leadership, including the CEO, to align business goals with product execution.

UX/UI Design Manager | Mar 2023 – Feb 2024

- Increased product delivery velocity by **250%** through process transformation.
- Built scalable design operations, governance, and collaboration frameworks.
- Mentored designers while strengthening cross-functional partnerships across Product and Engineering.
- Established systems and workflows that reduced friction and improved organizational efficiency.

UX Designer | Nov 2022 – Mar 2023

- Turned customer research and market analysis into product strategy.
 - Simplified enterprise workflows through research-driven design recommendations.
 - Established the research and product foundations that guided future platform evolution.
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FREELANCE CONSULTING

Helping Founders Turn Vision into Shipped Products

Partnering with founders, startups, nonprofits, and growing organizations to define product strategy, improve customer experiences, and bring new digital products and services to market.

Lead UX/Product Designer | Aug 2021 – Present

- Led localization and go-to-market strategy for international technology products.
 - Guided executive teams through product strategy, prioritization, and organizational alignment.
 - Delivered end-to-end product solutions from discovery through launch.
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MAI SUPPLIES

Transforming Strategy into Market-Ready Products

Joined an early-stage startup to help define, design, and launch digital products across multiple brands. Combining strategy, UX, visual design, and hands-on implementation, I helped move ideas from concept to production while supporting growth across B2B and D2C markets.

Lead UX Designer | March 2022 – Nov 2022

- Launched three customer-facing digital products from strategy through production.
 - Directed digital marketing and content strategy across multiple brands.
 - Expanded market reach through research-driven product and customer experience design.
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EVER FORWARD

Using Design to Expand Mission, Engagement & Funding

Mission-driven nonprofit where I partnered with leadership to transform ambitious ideas into tangible digital experiences. My role extended beyond UX, connecting research, strategy, storytelling, design, and implementation to increase engagement, strengthen funding efforts, and help the organization deliver on its mission.

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

- Led digital transformation initiatives that increased community engagement.
 - Helped secure **\$100K+** through improved digital experiences and stakeholder communication.
 - Connected research, strategy, and implementation to strengthen organizational impact.
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NUSKU ARTS | FUSION EDUCATION | AMETHOD SCHOOLS

Designing Human Experiences in Music, Visual Arts, Education, and Wellness

Long before entering technology, I spent nearly a decade designing educational experiences rooted in psychology, creativity, and human behavior. This work laid the foundation for my approach to product design, research, facilitation, and leadership today.

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

- Designed learning experiences that improved engagement, retention, and participant outcomes.
 - Applied behavioral psychology to diverse educational and community environments.
 - Facilitated workshops, mentored educators, and built trust across multidisciplinary teams.
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EDUCATION

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

Bachelor of Arts, Psychology | University of Louisville