

# DAVE KRAMER

PRODUCT DESIGNER | UXER | CREATIVE

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## PROFILE

A senior product designer with over 20 years of experience in leadership, mentorship, and shaping user-centric product experiences for SaaS products, with a focus on platform experience. I excel at defining and championing UX vision, collaborating with product and engineering leaders, and solving complex problems through evidence-based insights, ensuring a delightful and cohesive experience for users across the platform. I have a strong track record in building and maintaining design systems, ensuring designs are user-friendly, reliable, and guided by core principles, and communicating effectively with stakeholders. My work ethic is strong, characterized by creative thinking and a meticulous eye for detail, consistently delivering results in demanding environments while fostering strong relationships within cross-functional teams.

Oh yeah, I'm also father of two girls, I enjoy golfing, hiking, playing music, and learning about science and our solar system

## TOOLS

I can create wireframes and designs at varying levels of fidelity, and enjoy exploring and prototyping ideas. I have been designing AI interactions since the mainstream adopted it. I have front-end coding experience, and enjoy working with developers to build out our ideas.

### Software + Tools

Figma  
Sketch  
Adobe Photoshop, Illustrator, After Effects, InDesign  
Canva  
Axure  
Jira  
Notion  
Google Slides, Keynote, and PowerPoint  
HTML/CSS

## WORK EXPERIENCE

### Monark

March 2024 - Present

Senior Product Designer

I play a key role in shaping the user experience and interface design of Monark's Leadership Intelligence SaaS product. My expertise contributes to creating intuitive, engaging, and impactful AI tools that help leaders grow and succeed. Specifically, I lead the design of user-friendly workflows, ensure accessibility and inclusivity in our designs, and collaborate with cross-functional teams to bring Monark's vision to life. My work directly impacts how Monark users interact with and benefit from the Monark platform.

- Take ownership of the user experience and interface design across all stages of the product lifecycle, from initial concept to final implementation.
- Conduct user research and usability testing to gather insights and refine design solutions.
- Create wireframes, prototypes, and high-fidelity mockups that align with Monark's vision and user needs.
- Design user-friendly workflows that simplify complex interactions and improve engagement.
- Work closely with product and development teams to align designs with business goals and technical feasibility.
- Participate in brainstorming sessions and contribute to the strategic direction of the product.
- Advocate for a user-first approach in all design decisions.
- Develop and manage design systems, style guides, and UI libraries to ensure consistency across Monark's platform.
- Regularly review and refine design assets to maintain high standards of quality and innovation.
- Monitor trends and advancements in UI/UX design, ensuring Monark remains at the forefront of design excellence.
- Identify opportunities to incorporate new tools, methodologies, or technologies to enhance the user experience.

### Contractor

March 2022 - Present

Interface Design, UX Design, Interaction Design, UX Research, Web Design + Development

I've worked with brands such as Sobeys, Bloks, Monark, Voices.com, and Outwitly providing professional product design and delivering exceptional user experiences on a contract basis.

### Bloks

July 2022 - December 2023

Lead UX Designer

- Developed user stories, user flows, wireframes, and briefings grounded in strategic and user research.
- Created low and high-fidelity prototypes for user testing and development guidance.
- Collaborated with teams to define design requirements, project outcomes, and timelines.

## DESIGN

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Design Research  
Design Strategy  
User Experience  
User Interface  
Marketing Design  
Storytelling  
Accessible Design  
Design System  
Prototyping  
Web Design  
Video Creating & Editing

### NavBlue

August 2019 - March 2021

Lead UX Designer

- Oversaw the complete redesign of NavBlue's Operations Control Centre product, with a focus on human-centred design principles for users in highly distracting environments.
- Developed user journey maps, flows, wireframes, and briefings based on strategic and user research.
- Organized and led user experience workshops and interviews.
- Created low and high-fidelity prototypes for user testing and to guide development.
- Collaborated with teams to define design sprints, project outcomes, and timelines.

### Shopify

July 2017 - August 2019

UX Design Lead

- Provided leadership, mentorship, and support to a team of mid to senior-level designers and developers, fostering a shared understanding of team vision and consistent quality work.
- Collaborated with teams to define project outcomes, timelines, and necessary resources.
- Held regular one-on-one meetings with direct reports to provide and receive feedback, set expectations, discuss professional and career development, and remove obstacles.
- Spearheaded the Shopify Plus rebrand project, ensuring all materials aligned with brand identity standards and messaging framework.
- Successfully presented to and gained buy-in from stakeholders and director-level staff on creative direction.
- Established and maintained a new brand identity system for both marketing and product design teams.
- Onboarded new team members, providing practical process training, coaching, and feedback.
- Facilitated user journey mapping sessions to ensure a thorough understanding of the user's path through digital experiences.
- Conducted creative kickoffs and design reviews with relevant contributors, stakeholders, and senior staff to ensure alignment throughout projects.
- Acted as the brand steward for the Plus brand, ensuring its integrity and identifying opportunities for evolution.
- Coordinated with and art-directed external agencies and freelancers to support project needs.

## EDUCATION

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### Westervelt College

August 2002

Web & Graphic Design Diploma

## PROFESSIONAL DEVELOPMENT

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### Speaker Labs

November 2018

Speaking & Presenting Certificate