

DAVID KRAMER

Senior Product Designer

London, Canada | 519-860-1707 | dave@davekramerux.com

Professional Summary

Senior Product Designer with over 22 years of experience delivering end-to-end SaaS experiences across web, mobile, and tablet platforms. Expert in translating complex, data-heavy business operations into intuitive, high-quality user flows through rigorous UX research and data-informed decision-making. Proven track record of scaling design systems that drive measurable engagement and reduce development time while consistently collaborating with product and engineering teams. Deeply committed to the "Bias to Urgency" philosophy, balancing high-craft execution with rapid iteration to meet business goals in fast-paced, ambiguous B2B environments. Adept at integrating Generative AI tools like Figma Make into the design process to bypass boilerplate work, accelerate discovery, and validate product hypotheses faster.

Core Skills

Product Thinking, End to End UX and UI Design, Interaction Design, Mobile First Design, Information Architecture, User Research, Usability Testing, Journey Mapping, Stakeholder Alignment, Design Mentorship, Cross Functional Collaboration, Design System Governance, Workshop Facilitation, Figma (Make) Prototyping, Generative AI Assisted Design Orchestration

Professional Experience

UX Consultant / Product Designer, Freelance, Jan 2024 – Present

- Lead end-to-end design for B2B SaaS platforms, accelerating from discovery and rapid prototyping to high-fidelity implementation, consistently meeting aggressive launch timelines.
- Built and governed accessible component libraries that reduced front-end development time by 30% while ensuring cross-platform scalability across shared, web, and mobile components.
- Collaborate daily with product managers and engineers to evaluate technical constraints and translate complex business requirements into intuitive user flows.
- Experimented with AI tools like Figma Make to generate multiple structural layout variations, bypassing hours of boilerplate work to accelerate research synthesis and product hypothesis validation.

Senior Product Designer, Monark, Mar 2024 – Nov 2025

- Owned the full UX/UI lifecycle for a Leadership Intelligence B2B SaaS, designing for complexity by balancing automated data insights with precise human control to boost engagement by 31%.

- Conducted usability testing and continuous discovery to refine solutions, ensuring all designs were reliable, inclusive, and grounded in user-centered design principles.
- Managed robust UI libraries and style guides to guarantee visual consistency, accessibility, and high-quality deliverables across the platform.
- Leveraged AI to instantly generate distinct structural layout variations during team meetings to immediately stress-test information density, discuss technical feasibility with lead engineers, and align on a path forward in a single session.

Lead Product Designer, Bloks, Jul 2022 – Nov 2023

- **AI Product Leadership:** Directed UI/UX for an AI-centric startup, establishing a design point of view on AI workflows that accelerated product adoption among 1,000+ users.
- **Foundational Design Systems:** Created a fully functional design system from scratch, enabling rapid iteration without compromising visual craft or clarity.
- **Data-Driven Prioritization:** Partnered with PMs and Engineers to prioritize features based on behavioral product data, ensuring design decisions directly addressed user pain points.

Senior Product Designer, tbk Creative, Mar 2021 – Jul 2022

- Led UX workshops and discovery sessions, translating ambiguous client business requirements into detailed wireframes, journey maps, and information architecture.
- Provided art direction for developer pairings, ensuring pixel-perfect implementation of interactions and aesthetics.

Lead UX Designer, NAVBLUE, Aug 2019 – Mar 2021

- Spearheaded the comprehensive redesign of a critical aviation operations product line, translating complex, data-heavy compliance frameworks into clear, approachable desktop and mobile workflows.
- Structured global usability studies with specialized users operating in high-stress, hectic environments, fostering a human-centered culture by advocating for UX best practices throughout the organization.

UX Design Lead, Shopify, Jun 2017 – Aug 2019

- Spearheaded the Shopify Plus rebrand and identity infrastructure, ensuring massive-scale consistency across web surfaces and global squads.
- Pitched strategic creative direction to Director-level staff, gaining buy-in for initiatives that mapped complex user paths to business objectives.

Education & Certifications

- **Web and Graphic Design Diploma** – Westervelt College (London, ON)
- **Speaking and Presentation Certificate** – Speaker Labs