David A. George

Product Designer + Developer

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I'm a product designer and front-end developer with a particular interest in UX and UI design, engineering, and usability with a profit-driven approach. The projects I've led and worked on range from creative exploration to achieving rigid business goals.

October 2019 –

Product Designer + Lead UI Developer
CapCenter | Richmond, VA

- Led digital product design for a Fintech company specializing in mortgages and loans
- Led Loan Application redesign, NPS grew 2+ points and loan volume grew 500% to $1.2B
- Continuing to lead ongoing UX & UI design direction for the Loan Application product
- Led design and development on numerous financial tools and educational content
- Actively leading UX & UI design and front-end development (React, Typescript, HTML, SASS) for Home Search product
- Actively leading front-end development for entire website redesign, with ADA level AA compliance
- Actively creating UX & UI designs for website redesign project

September 2021 – December 2021

Consultant
NBA Top Shot + Dapper Labs | Richmond, VA (remote)

- Technical marketing consultant on the NBA Top Shot crypto/NFT project for Dapper Labs
- Implemented data normalization for personalizing emails at scale for 2M+ users
- Helped facilitate onboarding through creative campaigns and A/B testing

January 2017 – October 2019

Lead UX Designer + UI Developer
Dito | Richmond, VA (remote)

- Lead product design for a Premier Google Partner
- Designed, built, and deployed custom apps on the Google Cloud stack/ecosystem
- Led design discussion with internal stakeholders and clients
- Led UX discovery and owned UI design process for internal and client projects
- Won California's Innovative Technology Award for the Matching Engine product (508 Compliant)
- Sketched, wire-framed, and wrote production-level UI code (React, Angular, HTML, SASS)
- Led testing for uncovering actionable user feedback and missing product requirements

March 2015 – January 2017

Technical Marketing Lead + Google Maps Solutions Developer
Dito | Richmond, VA (remote)

- Led technical marketing development efforts (Salesforce, Marketo, Hubspot, Wordpress, G Suite)
- $1.2M yearly sales quota as a Google Maps API product developer and sales engineer
- Consulted on Maps APIs to clients and leads driving sales growth to meet ever-increasing quota
- Gave technical demos and sales presentations at Google offices across the country on G Suite and Maps
- Designed and implemented marketing automation systems, improving event management and eliminating need for an entire administrative position

December 2013 – May 2014

Senior Client Strategy
Koofers.com (Docsity) | Blacksburg, VA

- Led strategy for biz dev and client retention for the top college study tool in the nation
- Responsible for sales funnel, lead conversion, and developing client marketing strategies
- Developed conversion-optimized UIs and landing pages
- Role continued until acquisition in 2014 (now Docsity).

May 2012 – December 2013

New User Experience Lead
Heyo (prev. Lujure) | Blacksburg, VA

- Drove free trial user volume and oversaw trial-to-purchase conversions
- Designed landing pages and forms and analyzed customer action, purchase motivation, and usage
- Wire-framed and prototyped digital products
- Created on-boarding UX flows and UI screens and ran live user-testing scenarios

Education

2021
Omnichannel Journeys & Customer Experience w/ Interaction Design Specialty
Nielsen Norman Group

2019
Analyzing/Presenting Data Visualizations
Edward Tufte

2018
Associate Google Cloud Engineer
Certification by Google

2012
B.S. Marketing Management
Virginia Tech

Notable projects

2021 – 2022
CapCenter's Home Search Application
Lead Product Designer & UI Developer (ReactJS, Typescript, HTML, SCSS)

2021
NBA Top Shot (NFTs)
Technical Marketing Consultant and Marketing Developer

2019 – 2021
CapCenter's Loan Application
Lead Product Designer & UI Developer (ReactJS, Typescript, HTML, SCSS)

2018
KFC's Store Locator app
Front-end Developer (ReactJS, Typescript, Golang)

2017
Northrop Grumman NEXT Intranet
Lead/Solo Designer & Lead Developer (Google App Script)

Awards

2017
Innovative Technology Award, State of California

Matching Engine — San Joaquin County Foster Program: Lead UX Designer & Lead UI Developer

Platforms

Figma, Sketch, Adobe XD, Miro, Azure DevOps CI/CD + Portal, Google Cloud Platform, Google App Engine, Firebase

Languages

Javascript, Typescript, HTML, SASS, Stylus, CSS, Golang, App Script, CLI

Frameworks + Libraries

ReactJS, VueJS, Angular, Bootstrap, Quasar, Framer Motion, TailwindCSS, Node, Webpack, Yarn, NPM, Git, Github, Gitlab