David 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 + Developer
CapCenter | Richmond, VA

- Currently lead 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 FE development (ReactJS, HTML, SASS) for Home Search product

January 2017 – October 2019
Lead UX Designer + UI Developer
Dito | Richmond, VA (remote)

- Led product design for a Premier Google Partner
- Designed, built, and deployed custom apps on the Google Cloud stack/ecosystem
- Led design briefs with both internal stakeholders and clients
- Led UX discovery and owned UX design process for internal and client projects
- Led UI design and development process for internal and client projects
- 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
Marketing + Google Maps Solutions Developer
Dito | Richmond, VA (remote)

- Led technical marketing development and management
- Designed and implemented marketing automation systems, improving event management and eliminating need for a full-time administrative position
- Gave technical demos and sales presentations on G Suite and Maps at Google offices across the country
- Oversaw the lead conversion processes within sales funnel
- Promoted to Google Maps solutions developer position, consulting on Maps APIs
- Developed custom business solutions with Maps APIs
- Responsible for $1.2M yearly API usage and sales quota

December 2014 – March 2015
Consultant + Designer
DigitalGuidance Consulting | Richmond, VA

- Developed and maintained personal book of business
- Consulted on marketing strategy and performed marketing data analyses
- Provided services including web design, email marketing, content creation, SEO, and press releases

December 2013 – May 2014
Senior Client Strategy
Koofers.com (Docsity) | Blacksburg, VA

- Led strategy for business development 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 designs and ran live user-testing scenarios

Education

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

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)

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)

2017
San Joaquin County (CA) Child/Parent Foster Program – Matching Engine
Lead UX Designer & Lead UI Developer (Angular 4, Typescript)

Awards

2017
Innovative Technology Award, State of California
Matching Engine — San Joaquin County Foster Program

Platforms

Figma, Sketch, Adobe XD, Miro, Azure DevOps + 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