# 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
- 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