

# David A. George

## Sr. Front-End & Design Engineer

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I'm a front-end engineer, design engineer, and product designer with 10+ years of experience. I have a particular interest in delivering excellent usability patterns, building pixel-perfect UI designs, and architecting simple, yet comprehensive component libraries, all with a profit-driven approach. The projects I've led and worked on range from creative exploration to achieving rigid business goals.

November 2022 - May 2025

### Senior Front-End Engineer & Lead Design Engineer Fringe, Inc. | Tucson, AZ & Richmond, VA (remote)

- Led front-end architecture and established design system standards for Fringe's lifestyle benefits platform
- Architected and implemented a comprehensive component library, reducing development time by ~40%
- Spearheaded platform-wide accessibility improvements, achieving ADA level AA compliance
- Led engineering effort to achieve parity between Figma and the component library (Storybook)
- Introduced and designed application-wide animations using Framer's Motion library for React
- Designed and implemented application theming system for light, dark, and client-specific themes
- Improved core platform performance metrics, significantly enhancing user experiences, e.g. improved overall Lighthouse scores by 35%; reduced bundle size by ~20%
- Maintained unit testing coverage of 92% across front-end code, alongside implementing Chromatic's visual diff tool into our CI/CD build chain
- Mentored junior engineers and led cross-functional collaboration between design and engineering teams
- Led migration efforts: Javascript => Typescript, CRA => Vite, and React 16 => 17 => 18

October 2019 - November 2022

### Product Designer + Lead UI Developer CapCenter | Richmond, VA

- Led UI development and product design for a Fintech company specializing in mortgages and loans
- Responsible for designing and building the front-end for all digital products
- Led Loan Application redesign, growing loan volume 500% to \$1.2B and growing NPS 2+ points
- Led design and FE development for Home Search product (Zillow/Redfin competitor)
- Led design and FE development on numerous financial tools and educational content
- Led FE development and created UX & UI designs for website redesign, with ADA level AA compliance

September 2021 - December 2021

### Technical 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 platform onboarding through creative campaigns and A/B testing

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 ecosystem
- Led design discussion with stakeholders and clients, incl. DoD partners like Northrop Grumman
- 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 built application UI (React, Angular, HTML, SASS)
- Led usability testing, 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

## Education

### Product Operating Model Masterclass

Silicon Valley Product Group (SVPG) | 2024

### Omnichannel Journeys & Customer Experience w/ Interaction Design Specialty

Nielsen Norman Group (NN/g) | 2021

### Analyzing/Presenting Data Visualizations

Edward Tufte | 2019

### Associate Google Cloud Engineer

Google | 2018

### B.S. Business & Marketing Management

Virginia Tech | 2012

## Notable projects

### ADP Thrive Marketplace

Lead Product Designer & Lead UI Developer | 2023

### NBA Top Shot (NFTs)

Technical Marketing Consultant & Marketing Developer | 2021

### CapCenter's Home Search Application

Lead Product Designer & Lead UI Developer | 2021 - 2022

### CapCenter's Loan Application

Lead Product Designer & Lead UI Developer | 2019 - 2021

### KFC's Store Locator app

Front-end Engineer | 2018

### Northrop Grumman NEXT Intranet

Lead/Solo Designer & Lead Developer | 2017

## Awards

### Innovative Technology Award, California

Matching Engine — San Joaquin County Foster Program: Lead UX Designer & Lead UI Developer (508 Compliant) | 2017

## Langs, Libs, & Frameworks

Javascript, Typescript, HTML5 (semantic), CSS3, SASS, Stylus, Golang, App Script, CLI

React, Vue, Angular, Tailwind, DaisyUI, MUI, Shadcn, Storybook, Styled Components, Framer Motion, Vite, Vitest, Jest, React Testing Library, Bootstrap, Quasar, Node, Webpack, Yarn, NPM, Git

Firebase, React Router, Chromatic, Tanstack, Zustand, Recoil, Context API, Capacitor, Github CI/CD, Azure DevOps CI/CD + Portal, Google Cloud Platform, Datadog, Figma, Lottie, Sketch, Adobe XD, Google App Engine

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**

- One of the first 10 employees in a rapidly growing startup
- Drove free trial user volume and responsible for trial-to-purchase conversions
- Designed landing pages and forms while analyzing customer action, purchase motivation, and usage
- Wire-framed and prototyped digital products
- Created on-boarding UX flows, UI screens, and ran live user-testing scenarios