LEVIN_RESUME.md

David Levin
Principal Product Designer
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Professional Summary
Principal Product Designer with over two decades of experience spanning brand building, complex data-modeling systems, and AI-driven SaaS experiences. Bridges business strategy, UX, and system architecture to shape high-impact, enterprise-grade solutions that balance design craft with technical depth.

Core Skills & Tools
Product Design Leadership • Research & Discovery • Design Systems • Software & Data Architecture • AI-Assisted Product Experiences • SaaS / Fintech / eCommerce / Compensation Platforms • Figma • Next.js • Tailwind • Supabase • PostgreSQL • Mapbox • WordPress/WooCommerce • End-to-End Product Ownership

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Select Work Experience

CaptivateIQ — Principal Product Designer _(2023–Present)_
- Principal Product Designer for the company's next-generation **data-modeling** platform.
- Partnered with Product and Engineering leadership to re-imagine and rebuild core data-modeling infrastructure supporting existing purpose-built applications (ICM / Sales Planning) and powering future enterprise operations modeling (FP&A / Budgeting).
- Leading experience design for AI integrations platform-wide.

Automattic / WooCommerce — Product & Design Lead _(2018–2022)_
- Shipped some of the most impactful products of my career, touching millions of merchants globally.
- Defined the IA and end-to-end UX for WooCommerce Payments in partnership with Stripe.
- Balanced merchant and consumer insights through tear-downs, interviews, and IA mapping.
- Led end-to-end UX/UI for WooCommerce Analytics, a re-imagined core analytics package for WooCommerce merchants.

Armada Skis — Founding Art Director _(2002–2006)_
- Shaped the brand's visual and cultural identity across print, digital, hard goods, and soft goods.

Side Projects / Independent Work
SpotAlert.app — Surf forecasting and alerting platform leveraging ECMFW oceanographic / weather data and NOAA buoy data. Designed and built full stack (**Next.js + TailWind + Supabase**) with global wave models and custom alert logic.

BetterList — iOS checklist app built for minds that need a little extra focus. In App Store review.

Education
Entirely self-taught designer and systems thinker, with over two decades of continuous learning through professional practice across design, engineering, and product strategy.