



David Gansberger

Product Designer

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Summary

I am a Product Designer with a strong foundational knowledge of user-centered design principles from ideation to implementation. I have a B.S. in Psychology with over 10 years experience in relevant research skills, and a proven track record of effective collaboration within cross-functional teams. I apply research, usability testing, and data to inform innovative design solutions, and communicate design as a compelling story to diverse groups of stakeholders. My creativity and problem-solving drives my ability to juggle the challenges of working in a fast-paced, ever-changing industry.

Experience

Freelance, Product Designer

2022 - Present

- Apply best practice usability principles and knowledge of interaction design to identify elegant design solutions
- Develop a deep understanding of user needs and goals to facilitate successful end-to-end journeys
- Collaborate with clients to determine scope and goals to identify design solutions which create a satisfying experience for their users and drive positive business outcomes
- Research and develop user flows and personas to facilitate the design process
- Conduct effective competitive analysis and research to inform design solutions
- Create high-fidelity responsive website designs using Figma
- Develop and deploy website designs using WordPress, HTML and CSS
- Current Project: Website design and development in health and fitness industry

University of Pittsburgh, Project Administrator

2020 - 2021

- Effectively collaborated with a cross-functional team conducting a wide range of research activities, including manuscript publication, grant submission, and research protocol
- Composed effective and compelling communications targeting a diverse range of audiences
- Designed team project tracking in the Monday Work OS platform to effectively coordinate team efforts
- Responsible for ensuring grant materials and manuscript submissions met extremely detailed organizational requirements

UPMC, Research Manager | Research Coordinator

2015 - 2019

- Served as registry expert to coordinate multiple teams, meeting research and regulatory needs across multiple clinical registries
- Successfully navigated external audit process, and developed internal ad hoc reports
- Attended conferences annually to strengthen program functioning and follow current trends

University of Pittsburgh, Research Data Specialist

2010 - 2015

- Performed recruitment, data collection, entry and follow-up for multiple patient registries
- High degree of independence shown in order to execute job functions across multiple sites
- Collaborated with cross-functional team to develop and carry out robust research protocol

University of Pittsburgh, Interview Supervisor | Interviewer

2009 - 2010

- Led a team of interviewers in recruiting and interviewing over 5,000 participants
- Communicated importance and purpose of project driving effective participation
- Ensured adherence to survey protocol, and performed training with interviewers

Education

B.S., Biopsychology, *Grand Valley State University*

UX/UI Design, *DesignLab*

History and Philosophy of Science, *University of Pittsburgh*

Skills

Interaction design, User research, Usability testing, User interviews, User flows, Quantitative research, Qualitative research, Wireframes, Prototyping, Responsive website design, Mobile app design, Collaborative mindset, Well developed organizational skills, Independent problem-solving abilities, Comfortable with ambiguity in a dynamic environment

Tools: Figma, Adobe Creative Suite (Photoshop, Illustrator), Sketch, Office Suite (Word, PowerPoint), Keynote, HTML, CSS, WordPress, GitHub