

David Whipps
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Senior product lead specialising in complex systems and cross-functional delivery.

Experienced in framing ambiguous problem spaces, aligning product, design, engineering, and operations, and turning real-world constraints into clear, shippable outcomes. Background spans B2B platforms, SaaS, and venture-backed products across Australia and the US, with a strong bias toward execution.

Experience

Feb 2024 – Present

Founding Product Lead

Lumina — US-based startup | Melbourne / Remote

Complex systems · Cross-functional delivery · Fintech & marketplaces · Early-stage scaling

- Founding product lead, initially supporting Lumina during formation through early research, validation, and strategic definition, before joining full-time to lead product execution.
- Partner closely with the founder across product direction, company operations, and early investment and narrative work.
- Built and scaled Lumina's product and design capability, establishing a high-bar, detail-driven design culture aligned to a premium, talent-facing platform.
- Introduced foundational product delivery and planning practices to stabilise execution across engineering as the company scaled.
- Lead product definition and execution across Lumina's web platform and companion iOS app, including embedded transaction flows, verification and compliance requirements, and internal operational tooling.

Selected initiatives include: marketplace access and permissions, deal lifecycle management, verification and transaction readiness systems, and internal admin tooling for operations and compliance.

Apr, 2022 – Feb, 2024	Senior Product Manager / Product Lead (Venture Studio) Josephmark — Australia & United States
Sep, 2017 – Aug, 2018	Product Lead Clipchamp (via Josephmark joint venture)

● Led product across multiple venture-backed builds within Josephmark's venture studio, working with early-stage founders and internal teams to take products from ambiguity through to launch.

● Ran discovery and delivery across varied problem spaces, shaping product direction, validating assumptions, and guiding cross-functional execution.

● Led product work across both Australian and US-based ventures, including 3+ years embedded in Josephmark's Los Angeles studio leading US-based product builds and advising.

● Adapted role and scope per venture needs, spanning strategy, discovery, UX, delivery, and early operational setup.

● Built strong pattern recognition across early-stage product challenges, supporting teams through pivots, early traction, and scale readiness.

● Initially joined in a senior design capacity and quickly progressed into product leadership roles as scope and responsibility expanded.

2013 – 2016	Independent Product & Digital Practice <ul style="list-style-type: none">Operated an independent product and digital practice supporting corporates, SMEs, and select early-stage organisations across product definition, digital platforms, and brand-led initiatives.Worked directly with leadership teams to clarify problem spaces, shape direction, and translate strategy into delivered outcomes.Led brand strategy and identity work alongside digital platform delivery, ensuring alignment between positioning, product intent, and execution.Owned engagements end-to-end, including scoping, delivery planning, execution oversight, and coordination of specialist contributors where required.
Early Career	
2015	Designworks College of Design <ul style="list-style-type: none">Guest lectured and co-developed coursework introducing design students to digital design, brand strategy, and emerging product practices.
2007 – 2013	Underbrand · Standing By Co. · Blue Dog Training <ul style="list-style-type: none">Progressed through digital design and creative roles across agency and in-house environments.Contributed to and led delivery of brand identities, digital platforms, and online experiences for a range of clients and audiences.Worked closely with strategists, developers, and stakeholders to translate commercial and brand objectives into executed digital outcomes.Built strong foundations in systems thinking, client-facing work, and shipping creative work under real-world constraints.

Education

Jan, 2005 – Dec, 2007 Bachelor of Multimedia Design
The University of Queensland