

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

- 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.

Sep, 2017 – Aug, 2018

**Product Lead**

Clipchamp (via Josephmark joint venture)

- Embedded as product lead during a major strategic pivot from a video compression tool to a full in-browser video editor.
- Co-led the end-to-end product lifecycle, spanning product strategy, discovery, UX, development, launch, and iteration.
- Acted as design-led product owner embedded within Clipchamp's engineering team, directly managing a design team alongside cross-functional partners.
- Worked closely with Clipchamp leadership to define roadmap priorities, validate user needs, and align product decisions with commercial outcomes.
- Led rollout of the updated product architecture, pricing and paid plans, stock library features, and broader go-to-market positioning.
- Shipped a successful public beta within six months, achieving 20k+ sign-ups in the first 30 days and sustaining ~20% month-on-month revenue growth through the following year.
- Clipchamp was later acquired by Microsoft (2021).

2013 – 2016

### **Independent Product & Digital Practice**

- 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**

- 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**

- 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