
DAVID NAPIWOCKI | PRINCIPAL UX DESIGNER

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105 Aspen Drive

Park City, Utah 84098

KEY SKILLS

UX Design • Systems Thinking • Architecture • Design Thinking • User Research
• UI Design • Wire-framing & Prototyping • Visual Design • Figma Expert

EXPERIENCE

Design Systems Designer – Xplor Technologies – 10/24-Current

- Own, develop, maintain and evangelize Xplor's design system Apollo. Have transformed Apollo's component library into a modern, easy to use plug and play toolkit for designers. Rearchitected Apollo's foundational tokens that power our components into a multi-screen, multi brand, multi-mode system. Act as a liaison between the product, design and engineering orgs and establish design to code parity for all Apollo components and design tokens. Evolve Apollo into a multi-product, multi-brand system capable of serving all of Xplor's SaaS products across the fitness and service industries. Building an Ai ready Ai consumable system for both designers and engineers.

Principal UX Product Designer – Overstock.com – 2/18-12/23

- Worked on multiple cross-functional teams and lead the discovery, design direction and feature development for product listing and category pages, site header and home page. Worked with multiple teams and UX designers across the shopping flow to ensure consistency in design and feature development. Act as mentor, lead design reviews and workshops, as well as perform the design duties of a Senior Product Designer.
- Develop, evolve, maintain and evangelize the Overstock Design System, ensuring consistency, continuity and scalability. Lead a small group of volunteer engineers to translate design to code and ensure high quality reusable components are released to production.
- Lead the reskinning and theming of the Overstock Design System to accommodate multiple brands when Overstock bought the IP of Bed Bath & Beyond allowing the design team to mock up and specify the site reskin in under one week and a total idea to launch timeframe of just 5 weeks.

Senior UX Product Designer – Overstock.com – 1/15-2/18

- Collaborate closely with product managers and a full stack team of engineers to ideate, design, prototype, test and develop the next generation of ecommerce products for Overstock.
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- Lead the charge in redesigning and re-imagining Overstock.com and develop new products that enhance user experience. Develop, maintain and own UI pattern libraries for all components of the site redesign. Act as a liaison and UX/UI consultant between dev teams and PMs throughout the product development cycle.
- Lead full product cycle ux design for Overstock's reimagined wish list feature resulting in conversion rate lifts of 6x for listed products and 10x for products in the Saved For Later list.

Senior Designer – Overstock.com – 9/12-12/14

Worked with product managers and business stakeholders to design and develop new features for the Overstock.com core website. Design frameworks to support daily, weekly and seasonal marketing efforts. Lead and evangelize good design principles and user centered design.

Freelance Designer – 2004-Present

Worked directly with Creative Directors, Marketing Directors and clients to design and produce websites, blogs, brochures, direct mail, display graphics, packaging, corporate identity, branding and advertising.

- Clients include, Goode Skis, Blackhouse Botanicals, Allen's Masonry Company, Sisu Inc., Sony Entertainment, USC Aortic Center, USC Prostate Center, Safeway Stores, NC4, Geffen Playhouse, People's Health Clinic, PROSPECT, Volcom, Park City Marathon.

Director – eightby8 – 10/09-11/11

In-House marketing agency of Keller Williams Park City Real Estate

- Responsibilities included creating, setting up and managing the new internal marketing department of Keller Williams Park City Real Estate and managing ongoing operations and client relationships.
- Developed new work for internal clients including branding, logos, brochures, direct mail and advertising and to consult on branding and brand strategies. Consult with internal clients on web design, web standards, content creation and usability.
- Responsible for all KWPC re-branding/brand design and strategies and ensuring such standards are met, creating company-wide advertising and marketing online and offline.

EDUCATION

University of New Mexico, Albuquerque NM

Bachelor of Fine Arts, Photography

County College of Morris, Randolph NJ

AAS Photography Technology

AWARDS

- ADDY, (Gold) Utah Chapter AIGA, Enclave Brochure and Web Site
- ADDY, (Silver) AIGA District 12 Regional, Lowell Brochure and Web Site
- ADDY, (Gold) Utah Chapter AIGA, Nakoma Brochure
- ADDY, (Gold) AIGA District 12 Regional, Nakoma Brochure
- Award of Excellence, Monadnock Paper Mills, Nakoma Brochure
- ADDY, (Gold) Utah Chapter AIGA, Lookout Brochure and Web Site
- ADDY, (Silver) District 12 Regional, Lookout Brochure
- ADDY, (Honorable Mention), Summit Award, (Gold,) Communicator Award of Excellence, Book Design-High Altitude Planting, Park City Nursery

Professional and personal references available upon request.
