

DAVID DARLING

Product Designer

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📍 Salt Lake City, UT

SUMMARY

Product Designer with experience designing and shipping high-impact consumer and SaaS products across fintech, e-commerce, and AI-assisted platforms. Proven track record of driving measurable outcomes (conversion, performance, accessibility) while operating end-to-end—from product discovery and experimentation through implementation. Strong technical fluency enables tight collaboration with engineering and rapid iteration in fast-moving environments. Key achievements include creating an automated UX audit tool that reduced evaluation time by 25% and leading a Shopify migration that improved site performance by 30%.

EXPERIENCE

Founder & Principal Designer

DesignSpark

📅 08/2024 - Present 📍 Salt Lake City Area, UT

- Created an automated UX audit tool utilizing the Gemini API for heuristic evaluations. Reduced typical UX evaluation time by ~25% via AI-driven pipeline by automating analysis, screenshots, scoring, and reporting.
- Owned end-to-end UX design for a web-based dating app, from Figma prototyping and iterative validation through final UI delivery; leveraged AI-assisted code generation (Copilot, ChatGPT, Claude, Gemini) to translate designs into WordPress implementations, accelerating launch timelines by ~50%.
- Conducted product discovery and delivery of AI-assisted SaaS micro-tools, designing with Gemini Canvas and shipping production features including an accessibility checker (Google PageSpeed Insights API), image compression for performance optimization, and a social-proof web component generator reducing design and development time by ~30%.
- Delivered a design pitch and created high-fidelity Figma UI for a natural-foods e-commerce product page; leveraged AI-assisted workflows (Gemini) to accelerate translation of design artifacts into HTML, CSS, and JavaScript.

Front End Developer

True Leaf Market

📅 10/2022 - 08/2024 📍 Salt Lake City Area, UT (Hybrid)

- Co-led the migration of our legacy Shopify Liquid site to Hydrogen, partnering with engineering and marketing to maintain design consistency and improve site performance by 30%, and unlock faster iteration on conversion-critical user flows.
- Collaborated in improving a Laravel-based pick-and-pack system by modernizing UI/UX with HTML and jQuery, optimizing print-on-demand labeling for clarity and accuracy, resulting in smoother and more efficient production operations.
- Stepped into UX designer role while developing front-end, creating Figma prototypes for e-commerce flows such as free-shipping recommendations and quick-view add-to-cart, and delivered approved designs directly in Shopify.
- Conducted accessibility audits and adapted designs to meet WCAG guidelines, delivering fully compliant, inclusive user experiences across web platforms.

Web Developer

Infogenix

📅 08/2020 - 08/2021 📍 Salt Lake City Area, UT (Remote)

- Developed and maintained client websites across e-commerce, healthcare, and marketplace sectors, resolving bugs and enhancing functionality using JavaScript and WordPress.
- Redesigned navigation patterns and implemented responsive layouts, translating conceptual designs into fully functional HTML/CSS interfaces for desktop and mobile users.
- Collaborated with project managers to deliver user-focused web solutions. Ensured usability, accessibility, and visual consistency across diverse industries.

UI/UX Designer & Front-end Developer

Freelance

📅 10/2018 - 10/2022 📍 Salt Lake City Area, UT (Remote)

- Transformed client-provided concepts into an intuitive scholarship app by creating user flows, designing high-fidelity screens in Figma, and building interactive prototypes; iterated designs through collaborative client feedback to optimize usability.
- Conducted a UX audit and redesigned a task management platform for amusement park ride maintenance, addressing usability issues and prototyping revised workflows in Sketch to improve efficiency and clarity for end users.
- Redesigned and implemented a multi-layer mobile navigation for a children's dental reward's website, creating a panelized Figma prototype and coding the solution in HTML, CSS, and JavaScript to maintain context, usability, and responsive functionality.

EXPERIENCE

UX Designer

WEX

04/2018 - 10/2018 Salt Lake City Area, UT

- Contributed to the modernization of an enterprise fleet fuel card management SaaS platform by auditing legacy interfaces and mapping screens to a unified design system using Sketch, ensuring visual consistency and improved usability.
- Extended and refined the design system by creating and modifying components to support missing interaction patterns, iterating designs through review and peer feedback.
- Owned design handoff and implementation support by delivering developer-ready assets via Sketch Cloud and partnering closely with engineers to clarify intent, review builds, and maintain design fidelity.

UI/UX Designer & Front-end Developer

Freelance

09/2016 - 05/2018 Salt Lake City Area, UT (Remote)

- Created wireframes in Balsamiq and high-fidelity designs in Photoshop for a discount shoe retailer, iterating based on client feedback and delivering responsive HTML/CSS implementations to optimize e-commerce usability.
- Designed and optimized landing pages for a Lyft affiliate site, leveraging Hotjar analytics, heatmaps, and user behavior data; managed Google Ads and Bing campaigns to drive traffic and maximize coupon redemptions.
- Designed and developed an action-based puzzle game for children, performing competitive research, creating game levels, sourcing and designing 2D assets, integrating voiceovers, and implementing levels in Lua using Corona SDK.
- Implemented responsive HTML/CSS from PSD designs for Ed2Go, an online education platform serving institutions such as Rutgers, George Mason, McDonald's, and Home Depot.

UI Designer & Web Developer

Dynamic Vision

12/2011 - 09/2016 Salt Lake City Area, UT (Hybrid)

- Designed and implemented a flight-school SaaS dashboard for aircraft scheduling, maintenance, certifications, and instructor/student assignments, leveraging competitive analysis to deliver a task-optimized UI built with HTML/CSS and AngularJS.
- Led the design and development of an accordion-based navigation system for a clinical case management platform, enabling efficient transitions between assessments, patient records, and care plans using HTML/CSS.
- Designed a mobile app concept to showcase an automotive beacon product for dealerships, creating four high-fidelity Photoshop screens (home, map, offers, chat) to communicate customer use cases and support sales pitches.

TOOLS

Figma

Proficient



HTML

Proficient



AI Tools

(ChatGPT)

Proficient



SKILLS

Design & Soft

UI/UX Design

Figma

Sketch

Empathy Mapping

Design Systems

Prototyping

Usability Testing

High-Fidelity Prototyping

Strategy

Engineering

AI Code Generation (Claude, Gemini)

Prompt Engineering

AI-Augmented Debugging

Intelligent Workflow Automation

EDUCATION

A.S. in Multimedia and Computer Graphics

Utah Career College

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