



davidkopet@gmail.com
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EDUCATION

Florida Atlantic University

Bachelor of Fine Arts,
majoring in Graphic Design

Graduated
Summa Cum Laude

University of Florida

Fine Arts Program



WORK SAMPLES

available at davidkopet.com



REFERENCES

available upon request

DAVID KOPET

User Experience Manager & Designer



ABOUT ME

I'm a proactive and detail-oriented User Experience Designer/Manager with 17+ years of industry experience. I take pride in building trust and relationships with the teams I work with while positively impacting the experiences we create for our end users. With a profound knowledge of design principles, a clear understanding of technologies, and strong communication and problem-solving skills, I am adept at collaborating seamlessly with developers and stakeholders. I have a passion for design, and I love taking creative, out-of-the-box approaches to solving problems. Regardless of my role on a team, I've always considered myself both a teacher and a student of my practice, and I truly believe that sharing of knowledge and being open-minded is how we grow as people and professionals.



EXPERIENCE

Design System Lead

DELUXE | Boca Raton, FL | NOV 2019 – Present

- Responsible for the creation, documentation and launch of Deluxe's internal design system for building web-based applications, which blended company branding standards, UX best practices, and ADA compliance

Manager of User Experience

DELUXE | Boca Raton, FL | NOV 2017 – OCT 2019

- Managed a remote team of UX Designers, including scouting, hiring, budgeting, training, evaluating, and creating job specifications for UX roles
- Helped establish UX as a practice and methodology across Deluxe's Financial Services segment, educating internal stakeholders via live presentations and toolkits
- Created a model for UX designers and their assigned products to follow detailing the entire UX process, from research to strategy to execution
- Helped establish user research as a dedicated practice in the organization, from both a tactical and a strategic approach
- Represented UX in external meetings with some of the company's largest clients, including AARP, Citi Bank, Verizon and Allstate
- Created designs and artwork for various internal company projects, including team-building events, learning summits, employee recognition programs, and educational eNewsletters

 **EXPERIENCE** *continued*

Senior UX Designer

DELUXE | Boca Raton, FL | NOV 2015 – NOV 2017

- Redesigned legacy applications in Deluxe's Financial Services segment to improve overall user experience, comply with ADA, and function responsively across multiple devices
- Created workflows, sketches, wireframes and prototypes to define the user experience for new features and enhancements in the backlog of assigned Agile scrum teams
- Validated designs through usability testing and other evaluative techniques prior to development team building them

Design Manager

DESTINATION REWARDS | Boca Raton, FL | NOV 2014 – OCT 2015

(acquired by DELUXE during position)

- Managed in-house team of graphic designers responsible for all creative materials and visual design produced in the company, including website design and enhancements, marketing collateral, promotional emails, client sales presentations, product photoshoots, and other in-house design needs
- Redefined the roles and processes of the design team to support other internal departments more efficiently and created a visual model to follow

Art Director

DESTINATION REWARDS | Boca Raton, FL | FEB 2011 – NOV 2014

- Responsible for all design work for new client reward program launches, including website customizations, program branding style guides, promotional emails, and printed collateral. Clients included CitiBank, Coca Cola, Verizon, Humana, Allstate, Planet Fitness, and TGI Fridays.
- Mentored junior designers and assisted the Creative Director with talent acquisition and hiring for the design team.

Art Director

bocajava.com | Deerfield Beach, FL | AUG 2006 – FEB 2011

- Directed all creative work for in-house team of graphic designers and interns

Art Director

eDiets.com | Deerfield Beach, FL | JUL 2005 – AUG 2006

- Directed digital and printed creative work for in-house team of graphic designers

Graphic Designer

INTERMEDIA | Deerfield Beach, FL | JAN 2003 – JUL 2005

- Created design work for the ad agency's biggest clients, including Warner Bros. Publications, Fort Lauderdale/Hollywood International Airport, Port Everglades, Florida Turnpike, and Ulysse Nardin.
- Won multiple Addy Awards over three years for logo and advertisement design



SKILLS

High-fidelity mock design
Wireframing
Prototyping
Interaction design
Workflow design
Information architecture
User research
User testing
Persona creation
Journey mapping
Documentation
Heuristic evaluation
Storyboarding
Copywriting
Logo & brand design
Coaching



TOOLS & SOFTWARE

Mac & PC
Sketch
Photoshop
Illustrator
InVision
Lookback
UXPin
Keynote
InDesign
Acrobat
Jira
Workfront
Word
Excel
PowerPoint
Mural