

David Kopet

UX Manager

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Online Portfolio

davidkopet.com

About Me

I'm a proactive and detail-oriented User Experience Designer/Manager with 19+ 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.

Skills

- High-fidelity mocks
- 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/mentoring
- Art direction
- Brand identity
- Design system management

Tools and Software

- Mac & PC
- Axure
- Sketch
- Sigma
- Photoshop
- Illustrator
- InVision
- UXPin
- Keynote
- InDesign
- Acrobat
- Jira
- Word
- Excel
- PowerPoint
- Workfront

Work Experience

(references available upon request)

Principal User Experience Designer

Second Front Systems | Remote | FEB 2021-MAY 2022

- Dual leadership role in which I led the UX practice for the company, including managing and mentoring a team of 5 UX designers, as well as acting as creative director for all branding, sales and marketing materials.
- Spearheaded a months-long discovery phase for the company's flagship product, Game Warden, and also functioned as its lead designer, delivering high-fidelity designs and prototypes and overseeing their development by working alongside the product and development teams in an Agile environment.

- Established the company's corporate brand standards, including product logos, sales materials and marketing materials, and the design system used across multiple digital applications.

Manager of User Experience

DELUXE | Boca Raton, FL | NOV 2017-FEB 2021

- Managed a remote team of four 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 internally to stakeholders via live presentations and toolkits on how UX practices fit into an Agile development process.
- Created a model for UX designers and their assigned products to follow detailing the entire UX process, including contributing to product strategy, conducting user research, executing design, and overseeing development.
- Helped establish user research as a dedicated practice in the organization, from both a tactical and a strategic approach
- Spearheaded 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
- 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.

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
- Participated fully in Agile scrum team's sprint cadence by contributing to grooming and estimation discussions, as well as standups, demos, and retrospectives
- Validated designs through usability testing and other evaluative techniques prior to development team building them
- Facilitated design workshops to gather input from development team and other stakeholders

Design Manager

DESTINATION REWARDS (acquired by DELUXE during position) | Boca Raton, FL | NOV 2014-OCT 2015

- Managed in-house team of seven 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

- Managed budget for tools, software, equipment, and training for the Design Team
- Represented the design team in all client-facing meetings
- Worked on the internal committee for organizing company events, charity programs, and office upgrades
- Spearheaded graphic design intern program for the company

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 logo, branding style guide, 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.
- Storyboarded and created artwork for video tutorials to educate users about the program
- Lead internal design workshops and team-building sessions.

Art Director

Bocajava.com | Deerfield Beach, FL | AUG 2006-FEB 2011

- Directed all creative work for in-house team of graphic designers and interns
- Created and maintained company's brand identity, including original artwork for coffee and tea packaging
- Design responsibilities included websites, web banners, promotional emails, printed catalogs, newsletters, product photoshoots and sales collateral

Art Director

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

- Directed all creative work for in-house team of graphic designers
- Responsible for digital design work for new diet and fitness plans, including branding and logo creation, web banner campaigns, landing pages, eNewsletters, and promotional emails
- Designed print collateral, including magazine ads, brochures, and published books

Graphic Designer

InterMedia | Fort Lauderdale, 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.
- Responsibilities included conceptualization and production of brand identities, magazine and newspaper ad campaigns, catalogs, business cards, direct mail, brochures, posters, and tradeshow graphics
- Created sales presentations for potential clients
- Won multiple Addy Awards over three years for logo and advertisement design

Education

Florida Atlantic University

- Graduated Summa Cum Laude
- Bachelor Fine Arts with a major in Graphic Design

University of Florida

- 2 years in Fine Arts program