# David Avery

Product Designer based in New York City

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Experience

### BCG X – Sr. Experience Designer
01/22 - Present

Spearheaded the development of an enterprise-level GenAI product utilizing proprietary data and LLM technologies, enabling institutions to leverage advanced AI capabilities for widgets, chatbots, and more.

Collaborated with cross-functional teams to ideate, prototype, and validate innovative solutions aligning with clients' business objectives and user needs.

Conducted extensive user research and testing, uncovering insights to create seamless and delightful user experiences. Utilized these insights to guide and enhance the value proposition of design deliverables during client pitches.

Utilized rapid prototyping and iterative design methodologies to optimize products for usability and market-fit.

Collaborated with development teams to ensure seamless implementation, adhering to design systems and best practices.

Fostered a community of collaborative design by running design crit sessions as well as leading the effort to centralize design assets across North America, streamlining collaboration and design output.

### Samsung – Sr. Experience Designer
02/21 - 01/22

Created intuitive, user-first experiences maintaining Samsung hardware's premium quality and enhancing the brand ecosystem value.

Conceptualized and implemented design solutions promoting seamless connectivity and enhanced user engagement.

Developed collaborative processes for the design team, fostering efficiency, creativity, and continuous improvement.

Streamlined multiple design systems into a centralized framework accommodating country specific as well as cloud-based solution restrictions.

Conducted in-depth research and user testing to validate design decisions and iterate on solutions for international audiences.

Integrated emerging trends and technologies into design strategies to keep Samsung products at the forefront of the industry.

### Disney – Sr. Experience Designer
01/18 - 02/21

Collaborated with Product Owners on features for the DisneyNOW app across web, mobile, tablet, and 10ft experiences.

Worked with the research team as well as a team of young "app-visors" to validate design decisions and increase engagement within the DisneyNOW app.

Elevated to a horizontal design role, creating a multi-product, multi-platform design system supporting 10+ iconic brands and 200+ products, globally under the Disney streaming umbrella.

## AT&T — UI/UX Designer
01/17 - 01/18

Developed Information Architecture, User Journeys, and User Flows for various platforms and devices, ranging from 10ft design (television) down to mobile and everything in between.

Owned the end-to-end One Touch Record and DVR Management Set Top Box features.

Worked closely with developers to ensure accurate design implementation and managed timelines.

## BCG Digital Ventures — UI/UX Designer
09/15 - 01/16

Provided design output for projects including a digital transformation in the consumer and retail space for Lego's Global eCommerce Redesign as well as a healthcare incubation for Neulasta OnPro OBI Digital Companion app.

Created project management processes to align cross-functional teams.

Collaborated closely with product and engineering pods to guarantee proper feature prioritization and design execution.

Education

## Columbia College Chicago — B.A., Art Direction

Concentrated studies in web design, layout and typography

Principles

Interaction Design, Visual Design, Branding, Design Systems, Prototyping, Motion Principles, Human Interface, Material Design, Design Thinking, Strategic Design, 0-1 Design, Product Management, Design Leadership

Toolbox

Figma, Sketch, Adobe CS, HTML/CSS, Final Cut Pro