
PROFILE

Experienced UX design leader with a track record of shaping product vision, creative problem solving, and delivering user-centered solutions at scale. I lead teams through the full design process including research, insights, prototyping, and testing by blending design thinking with business strategy. Strong in design systems, data visualization, accessibility, and cross-team collaboration. I'm also big on mentoring and building a strong, innovative design culture.

EXPERIENCE

■ Senior Staff Product Designer | Bitsight Technologies Inc.

2024 - Present

- Provide design leadership across multiple product areas, helping to shape vision, strategy, and execution.
- Guide user experience direction, interface design, and overall quality standards while mentoring team members through feedback, critiques, and project support.
- Built and implemented a scalable design token system to enable long-term consistency, accessibility, and product maturity.
- Collaborate on roadmap planning to ensure team focus aligns with business priorities, while protecting time for foundational design improvements.
- Led design contributions that supported the creation of new offerings and go-to-market strategies in cybersecurity.

■ Staff Product Designer | Bitsight Technologies Inc.

2022 - 2024

- Led the end-to-end experience for complex, data-rich workflows in the cybersecurity domain.
- Partnered cross-functionally with product, engineering, and data science to shape features aligned with business strategy.
- Scaled and evolved the design system, ensuring accessibility, brand alignment, and engineering implementation readiness.
- Mentored designers and facilitated critiques and workshops to support a collaborative design culture.
- Advanced data visualization practices by transforming complex security datasets into clear, actionable insights for users.

■ Senior Product Designer | Bitsight Technologies Inc.

2019 - 2022

- Led user research through interviews, testing, workshops, and journey mapping to uncover key workflows, pain points, and user goals.
- Designed and tested end-to-end interaction patterns, including IA updates to support product expansion into multiple offerings.
- Developed scalable visual design and UI patterns, evolving the design system architecture for consistency and accessibility.
- Collaborated cross-functionally to validate designs, align on strategy, and deliver polished, user-centered product experiences.

User Experience Designer | Citrix Inc.

2016 - 2019

- Conducted moderated and unmoderated user research to inform product strategy, improve onboarding, and key jobs-to-be-done.
- Created mental models, user flows, and IA artifacts to align stakeholders and inform design workshops.
- Redesigned marketing website, improving UX and information architecture—contributing to over \$1M in added AAR and improved SUS.

Lead Visual Designer | Teradata

2014 - 2016

- Led a team of visual designers to build and maintain a scalable design system and UX pattern library, ensuring consistency and efficiency across digital products.
- Conducted user research, competitive analysis, and usability testing to inform and evolve the visual language and design standards.
- Owned brand integrity across the UI, integrating multiple new products into the system while aligning with company-wide design and accessibility guidelines.

EXPERIENCE

User Interface Designer | Atlantic BT

2013 - 2014

- Collaborated directly with clients to uncover user needs and deliver brand-aligned design solutions across digital and print.
- Led and contributed to branding initiatives, including logo design, product definition, website UX, and marketing collateral.
- Championed user-centered design by improving problem discovery methods and driving frequent usability testing to inform design decisions.

Graphic Designer | Evolve Inc.

2012 - 2013

- Managed creative projects across brand identity, logo design, advertising, website design, and overall user experience.
- Collaborated with design and development teams to implement responsive and mobile-first design strategies.
- Helped establish and monitor a user-centered design process focused on research, wireframing, validating solutions, and testing deliverables.

Web Designer | Lowes Home Improvement

2011 - 2012

- Designed online promotional materials for the primary website and affiliate partners, ensuring visual consistency and brand alignment.
- Co-led the email marketing design team, building and maintaining a design system for all Lowe's email campaigns.

Graphic Design Intern | Charlotte Hornets

2011 - 2011

- During my internship with the Charlotte Bobcats (Now Hornets) I worked closely with the creative director designing in-game promotional marketing material.
- Designed posters, billboards, marquee signs, t-shirts and website advertisements.

EXPERTISE & CERTIFICATIONS

Cybersecurity

6+ years working on secure workflows, risk platforms, and vulnerability reporting (CVE, OWASP aligned)

AI UX Training

STRAT AI UX Bootcamp, 2025

Data Visualization

Nick Desbarats *Practical Charts & Practical Dashboards*

Design Systems, Tokens & Accessibility

10+ years building design systems and token libraries.
WCAG, accessibility, and cross-platform implementation best practices

PORTFOLIO

Design Portfolio

davidroachux.com
davidroachdesign.com

Visual Art

dribbble.com/bigredroach

LinkedIn

linkedin.com/in/deroach88

EDUCATION

Bachelor of Fine Arts Graphic Design

University of North Carolina
at Charlotte

AIGA Student Member