
PROFILE

Innovative UX design leader with a passion for people and products. I specialize in building strong teams, shaping product vision, and delivering user-centered solutions by combining creative problem solving with business strategy. My expertise spans design systems, data visualization, accessibility, and AI-driven user experiences. I thrive in collaborative environments that foster innovation and results.

EXPERIENCE

■ Senior Staff Product Designer | Bitsight Technologies Inc.

2024 - Present

- Drove product design vision, strategy, and execution to accelerate delivery and cross-team alignment. Set UX direction, raise quality standards, and mentor team members to improve efficiency and build a strong design culture.
- Architected and launched a scalable design token system, enabling 30% faster UI development, improved accessibility compliance, and long-term product maturity.
- Built out our design system by linking Cursor AI and Figma Make, enabling designers and R&D to rapidly prototype and share ideas, streamlining design discovery and ideation.
- Developed company-wide AI UX guidelines and led agentic AI feature design, cutting support tickets 30% YoY and influencing AI product strategy.
- Directed design for cybersecurity governance, risk, and compliance (GRC) features, including security remediation planning, financial risk quantification, and cyber threat exposure, driving over 90% customer retention and supporting \$70M ARR.

■ Staff Product Designer | Bitsight Technologies Inc.

2022 - 2024

- Led the end-to-end experience for complex, data-rich cybersecurity workflows, resulting in higher user retention, satisfaction scores, and expanded product usage.
- Partnered cross-functionally with product, engineering, and data science to design exposure management and board reporting on threat exposure, earning strong qualitative feedback from user interviews and supporting governance improvements.
- Scaled and evolved the design system to improve accessibility, brand consistency, and engineering efficiency, supporting high user satisfaction and product quality.
- Mentored designers and led workshops, fostering a collaborative culture that improved team performance and design outcomes.
- Built data viz system and library with reusable components for designers, transforming complex security data 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 and navigation improvements that increased key page views by 30% and supported product expansion.
- Designed and built a scalable design system and robust component library from scratch, improving UX, reducing redundancy, and saving over 3 weeks of engineering time per release.
- Partnered with customer-facing, product, engineering, and data teams to align on vision and strategy. Delivered user-centered experiences that made complex concepts clear and engaging.

■ 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. Drove over \$1M in added ARR while elevating our SUS usability score from average (68) to above average (73), demonstrating major gains in both user satisfaction and business growth.

EXPERIENCE

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.

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.

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 with experience creating token libraries and AI-powered systems in CursorAI and Figma Make for rapid prototyping. Skilled in WCAG, accessibility, and cross-platform 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