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## PROFILE

Senior product design leader working on complex, data-dense products. My work centers on building a durable understanding of users and their context, then turning it into design direction teams can act on with confidence. I architect design systems from token to component and set AI UX standards that ship to production. I grow designers through coaching and shared craft, and I align design with product strategy so organizations can make clear decisions in ambiguous, high-stakes problem spaces.

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## SKILLS

**Design Tools:** Figma, Figma Make, Cursor AI, Claude Design, Illustrator, Optimal Workshop, Storybook (Code Connect), MCP Servers

**Craft Skills:** Design Systems, Design Tokens, Data Visualizations, Information Architecture, User Interviews, Usability Testing, Journey Mapping, Storymapping, Object Oriented Workshops, WCAG Accessibility

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## EXPERIENCE

### ■ Senior Staff Product Designer | Bitsight Technologies Inc.

2024 - Present

- Architected and launched a scalable design token system, enabling 30% faster UI development, improved accessibility compliance, and long-term product maturity.
- Integrated Cursor AI and Figma Make into the design system workflow, enabling rapid AI-assisted prototyping across design and engineering and cutting discovery cycle time significantly.
- Authored company-wide AI UX guidelines and led end-to-end design of agentic AI features in Figma, reducing support tickets 30% YoY and establishing the framework now used across all AI product initiatives.
- 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

- Owned end-to-end design for exposure management and board-level threat reporting, partnering with product, engineering, and data science: 14 user interviews and 10+ usability testing sessions directly shaped the final solution.
- Evolved the design system through two major version releases, expanding token coverage, adding dark mode support, and improving WCAG compliance across 20+ components.
- Mentored 4 product designers and facilitated OOUX and design system workshops, establishing shared contribution models that reduced design inconsistency across teams.
- Designed and built a data visualization system in Figma with reusable chart components, enabling designers across teams to represent complex security metrics consistently without custom builds each cycle.

### ■ Senior Product Designer | Bitsight Technologies Inc.

2019 - 2022

- Drove mixed-method user research — including moderated interviews, usability testing, tree testing, and OOUX workshops — to surface key workflow gaps and inform IA strategy across the product.
- 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.

### ■ 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.

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## EARLIER EXPERIENCE

### Lead Visual Designer | Teradata

2014 - 2016

- Team leader for several 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.

### 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.
- 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.
- 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.

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## EXPERTISE & CERTIFICATIONS

### Cybersecurity

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

### AI UX Training

STRAT AI UX Bootcamp, 2025  
Specialized training in AI UX patterns, agentic design, and building user trust in systems with unpredictable outputs.

### Data Visualization

Nick Desbarats *Practical Charts & Practical Dashboards*  
Specialized training in chart design and dashboard UX for data-heavy products.

### 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.

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## PORTFOLIO

### Design Portfolio

[davidroach.com](http://davidroach.com)

### UI & Graphic Design

[dribbble.com/bigredroach](https://dribbble.com/bigredroach)

### LinkedIn

[linkedin.com/in/deroach88](https://linkedin.com/in/deroach88)

### Writing

[substack.com/@deroach](https://substack.com/@deroach)

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## EDUCATION

### Bachelor of Fine Arts Graphic Design

University of North Carolina  
at Charlotte

AIGA Student Member