DAVID SUMMONS

PROFILE

I have a passion for artfully crafting digital experiences across different channels, media types, products, and services. With over 13 years of UX and Product Design experience, I've directly contributed to 50+ projects used by 40+ million users globally. I enjoy collaborating and working with other amazingly talented people and companies to help design experiences that simplify and easily guide customers through their journey.

SKILLS/TOOLS

- Oral and Written Communication
- Figma
- Sketch
- Adobe Creative Suite
- Adobe Experience Manager (AEM)
- Adobe Target
- Google Analytics
- HTML/CSS/PHP

CONTACT

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EXPERIENCE

UX ARCHITECT
AT&T Business | March 2016 - Present

As UX Architect, I collaborate with cross-functional teams to find data-driven solutions to problems with current site architecture and user experience through:
- Analyzing business needs and produce detailed wireframes that meet strategic objectives
- Building and facilitating A/B Tests, User Testing, and reporting
- Developing user flows to facilitate feature design process
- Leading cross-functional sessions between Product, Content, Design and Development teams
- Gathering functional requirements for development releases
- Prioritizing UX and product enhancement requests, specifically around UX

SR. PRODUCT DESIGNER
American Airlines | October 2022 - September 2024

As Sr. Product designer, I collaborated in the design and development of user-centered digital products, enhancing customer experience across mobile, web, and in-flight platforms:
- Collaborate cross-functionally with product managers, engineers, and stakeholders to deliver innovative design solutions aligned with business goals.
- Conduct user research, usability testing, and data analysis to inform design decisions, resulting in a seamless and intuitive user experience.
- Create wireframes, prototypes, and high-fidelity designs, ensuring responsive and accessible interfaces.

SR USER EXPERIENCE DEVELOPER
Xpresssdocs | April 2014 - March 2016

In this role I led a small team composed of UI designers, UX Researchers and Front End Developers in the implementation of core enhancements to an enterprise SAAS marketing platform with over 2 million active users. I have successfully implemented several UI/UX enhancements including:
- Composition of a Brand/ Interactive Guideline document
- Typography Standardization
- Minimalistic Design
- Modernization of platform Iconography
- Reduction of user clicks within critical workflow interactions by 20%

USER INTERFACE DEVELOPER
JCPenney | June 2014 - December 2014

Contracted to compose wireframes and design iconography of their logistics tracking application (circulated exclusively within their internal supply chain). Our deliverable was a custom iconography suite and multiple wireframes to communicate the UX to the development team.

USER EXPERIENCE DESIGNER
Verizon | January 2014 - June 2014

Contracted to work with their UX team to develop 2 regionally targeted landing pages on their FOIS project. Our deliverable was a complete suite of custom written HTML5/CSS/JS.

USER EXPERIENCE DESIGNER
Capital One | January 2012 - December 2013

Challenged by the Home Loans business to research, design, and build a differentiated user experience, by re-envisioning, and shaping a new Home Loans direct portal. UI/UX Design & Strategy, UI Development, Rapid Prototyping, User Research, and User testing.

EDUCATION

BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION
John F. Kennedy University | 2007 - 2008
Major: Marketing (3.75)

ASSOCIATES OF ART IN MANAGEMENT
Northwood University | 2003 - 2007
Major: Marketing (3.10)