David Janelle davidjanelle.com

Summary

I'm a product design leader with 13 years experience solving complex, early-stage product problems for both startups and well-established companies. As a systems-thinker, I build cohesive product vision from fragmented and siloed features and replace the outdated and clunky with elegant simplicity. My direct reports have described me as thoughtful and flexible, highly-skilled at facilitating teamwork, and creating an environment where they can do their best work. My superpower is my ability to see patterns and opportunities where others don't.

Sr. Staff Product Designer

Drift — Boston, MA
September 2023 – Present

- Led the iterative launch of a tool for marketers to upload documents and crawl their web content to train our AI-powered features.

- Tested rapid prototypes with marketers in weekly continuous discovery research calls.

Sr. Design Manager

Indigo Agriculture — Boston, MA
April 2020 – July 2023

- Grew my team of product and content designers from 2 to 5 while mentoring the full design team of 30 through design review and pair designing.

- Crafted and shared vision for unifying our login, account management, and navigation systems with diagrams, prototypes, videos, and presentations.

- Collaborated with product management, design, and engineering leadership to craft a vision for a single information architecture and navigation for multiple products.

- Led the iterative rebuild of a bespoke design system so it could be adopted by 150 engineers and 30 designers.

- Created accessible design system components and built corresponding Figma libraries, resulting in a consistent visual language across multiple products.

- Evangelized design system thinking, wrote and socialized pattern usage guidelines, and consulted with feature teams implementing or contributing to the design system.

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Principal Product Designer

ezCater — Boston, MA
February 2018 – April 2020

- Led design system thinking by partnering with engineers, researchers, and product managers, resulting in the creation of design system components and usage guidelines.

- Overhauled the design team's design review process, resulting in higher-quality and more frequent feedback for designers on the team.

- Sketched, wireframed and prototyped new concepts and validated with user insights and data to produce high fidelity mockups and interactive prototypes.

Senior UX Designer

LogMeIn — Boston, MA
October 2016 – October 2017

- Led the redesign of the Grasshopper homepage and purchase flow, leading to an increase in conversions and an increase in average order value.

- Performed competitor analysis and gathered user feedback via interviews and usability testing sessions to make design decisions.

UX Manager

athenaHealth — Watertown, MA
March 2016 – October 2016

- Led UX projects for three Scrum teams, wireframed and prototyped solutions, delivered high fidelity mockups, and collaborated with developers building my designs.

Senior Interaction Designer

Citrix/Grasshopper — Needham, MA
January 2011 – March 2016

- Led all design decisions and execution for the company as the sole designer, including redesigning the Grasshopper website and purchase flow resulting in a 40% increase in conversion.

Education

2010 Graphic Design Certificate
Boston University CDIA
Waltham, MA

2009 Bachelor of Arts, History
University of New Hampshire
Durham, NH