

David Paterni

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Senior Product Designer | UX/UI Design Leader | Principal Designer | Design Manager

Product designer with 15+ years creating user-centered digital experiences for global brands. I use JTBD and the Double Diamond to guide work from discovery to delivery—aligning user needs with business outcomes. Experienced in UX/UI, design systems, accessibility, and team leadership, I focus on what moves the needle: conversion, retention, and engagement.

Top Skills

UX/UI Design • Design Systems • Interaction Design • Rapid Prototyping • Usability Testing • Accessibility (WCAG/ADA) • Design Process Leadership • JTBD Framework • Double Diamond Process • SaaS Product Design • Mobile App Design

Professional Experience

PropTech

Anywhere.re – Senior Product Designer — Remote | May 2022 – Present

Key Achievements: Increased lead conversion • Delivered WCAG-compliant products • Strengthened user trust • Launched mobile productivity platform

- Led **property search UX optimization** for ColdwellBanker.com, improving search-to-lead conversion through **user research, wireframing, prototyping, and usability testing**.
- Applied **Double Diamond** process and **JTBD insights** to redesign property detail pages, enhancing clarity, visual hierarchy, and engagement.
- Designed and implemented **trust signals** (security badges, agent credibility indicators) to increase user confidence and reduce bounce rates.
- Partnered with accessibility specialists to achieve **WCAG compliance** across all consumer-facing products.
- Designed and tested a **mobile agent productivity app** from concept through multiple iteration cycles, optimizing workflows and productivity.

AutoTech

Altia – Senior UX Design Lead – Remote | Nov 2019 – Dec 2021

Key Achievements: Increased onboarding speed • Improved product usability • Enhanced SaaS platform adoption

- Designed Altia Cloud, a centralized SaaS platform for project and file management, improving enterprise workflow efficiency.
- Created Altia Lite, enabling faster onboarding through simplified hardware and design selection.
- Led a UX redesign for Altia Design, improving usability scores and adoption rates using data-driven design and iterative prototyping.

Customer Experience

Foresee Results – Senior Product Designer – San Francisco, CA | Mar 2017 – Nov 2019

Key Achievements: Improved admin efficiency • Increased analytics engagement • Accelerated support resolution

- Designed role-based permission onboarding, reducing admin setup time by 30%.
- Created a dashboard builder enabling custom, shareable analytics views—boosting product stickiness and engagement.
- Developed Replay, an issue capture tool with real-time screen recordings, increasing support resolution speed.

Natural Language Processing (NLP)

Statmuse – Design Lead – San Francisco, CA | Dec 2015 – Jan 2017

Key Achievements: Enhanced data accessibility • Increased DAUs • Improved sports fan engagement

- Designed a **natural language query interface** allowing sports fans to retrieve complex statistics via conversational input, increasing daily active users.

AI-driven Media Monitoring

Meltwater – Senior UX Designer Lead – San Francisco, CA | Jun 2013 – Nov 2015

Key Achievements: Improved UX consistency • Increased customer training effectiveness • Enhanced product adoption

- Directed end-to-end platform redesign for Meltwater News & Buzz, increasing satisfaction and engagement.
- Built a customer training portal on WordPress to improve onboarding and adoption.

News Media

Huffington Post – Designer – New York, NY | Jul 2008 – Mar 2013

Key Achievements: Shipped high-impact mobile products • Scaled CMS for 10,000+ journalists • Supported major acquisition

- Designed and launched HuffPost’s first mobile apps for iPhone and iPad.
- Contributed to growth leading to \$350M AOL acquisition.

Web Analytics

Compete.com – Design Lead – Boston, MA | Oct 2005 – Jun 2008

Key Achievements: Designed first SaaS product • Drove product launch success • Supported acquisition

- Designed **Compete PRO**, the company’s first SaaS analytics product, contributing to a **\$150M acquisition** by TNS.

Education

- BFA, Graphic Design – Art Institute of California, Los Angeles, CA
- Associate of Arts and Sciences (A.A.S.) – University of Colorado at Boulder

Career Highlights

Leadership & Strategy: UX/UI Design Leadership • JTBD Framework • Double Diamond Process • Design Systems Development • Process Optimization

Performance Impact: Conversion Optimization • Retention Growth • Onboarding Optimization • Workflow Efficiency • Trust Signal Implementation

Product Expertise: SaaS Product Design • Fintech Product Design • Mobile App Design • NLP Interface Design • CMS Development • Dashboard & Analytics Design

Accessibility: WCAG/ADA Compliance • Inclusive Design Practices

Business Outcomes: Acquisition Contribution (\$150M, \$350M) • Rapid Prototyping • Usability Testing