

Dave Knight

davewknight.com

SKILLS

Design Leadership

- Design Ideation
- Product Visioning
- Design Critique
- Workshop Facilitation
- Design Sprints
- Project Planning

Product Design

- User Story Definition
- Storyboarding
- Persona Creation
- Mental Models
- Responsive Design
- Prototyping

User Research

- Interviews
- Concept Validation
- Think-Aloud Usability
- Heuristic Evaluation
- Card Sorting
- Diary Studies
- Surveys

Design Tools

- Sketch
- Photoshop
- CSS
- Javascript

EXPERIENCE

Director of Product Design · HotelTonight

2017–Present · San Francisco, CA

Led product design team, responsible for consumer and hotel partner experiences.

Delivered designs and vision for key initiatives such as 100 day booking, Perks, Daily Drop deals, cancellations, and watched searches conversion improvements and engagement.

Launched first desktop website as well as a redesigned mobile website and HTx platform.

Senior Design Manager · Fitbit

2015–2017 · San Francisco, CA

Directly managed and grew a collaborative team of 8 designers, responsible for the end-to-end hardware and interactive user experience on 12 hardware products.

Led launch of Fitbit Alta, Blaze, and Charge 2 to #1 products in their categories, bringing a premium fitness experience to tens of millions of users across the globe.

Key contributor to vision and strategy for UX team within agile process: experience workshops, exploration sessions, executive reviews, and design critiques.

Established design patterns for Fitbit's devices as well as overall experience principles.

Senior Product Designer · Fitbit

2012–2015 · San Francisco, CA

Led interactive and visual design of Fitbit Surge, the company's first GPS touchscreen device; launched to be the top-selling GPS running watch.

Designed the on-wrist user experience for Fitbit Charge HR including Fitbit's first the interactive heart rate experience across web and mobile.

Responsible for hardware and interactive device design for 6 products backed by user research insights; collaborated with product, support, industrial design, and engineering.

Lead User Interface Designer · Salesforce

2009–2012 · San Francisco, CA

Executed a mobile-first design approach for scaling the Social Contacts experience from small phones to tablets to large desktops.

Led redesign of Sales Forecasting web app, grounded in contextual interview research and validated using highly interactive prototypes.

Interaction Designer · Yahoo! Autos and Finance

2007–2009 · Sunnyvale, CA

Software Engineer · BAE Systems

2003–2006 · Minneapolis, MN

EDUCATION

Master in Human-Computer Interaction · Carnegie Mellon University

2007 · Pittsburgh, PA

B.S. Software Engineering · Milwaukee School of Engineering

Minor in Business Management

2003 · Milwaukee, WI