

# Dave Knight

davewknight.com

## SKILLS

### Design Leadership

- Project Planning
- Group Facilitation
- Design Critique
- Design Ideation
- Experience Workshops

### Product Design

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

### User Research

- Think-Aloud Usability
- Heuristic Evaluation
- Scenario Testing
- Directed Storytelling
- Card Sorting
- Focus Groups
- Diaries and Surveys

### Design Tools

- Sketch
- Photoshop
- OmniGraffle
- HTML/CSS
- JavaScript

## EXPERIENCE

### Senior Design Manager · Fitbit

2015 – Present · San Francisco, CA

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

Launched Fitbit Alta, Blaze, and Charge 2 to #1 products in their categories.

Facilitated activities for UX team within agile process: stand-ups, reviews with executives, design critiques, experience workshops, and exploration sessions.

Established design patterns and principles for Fitbit devices and helped define design principles for broader team.

(Promoted from Design Manager to Senior Design Manager in March 2017.)

### Senior Product Designer · Fitbit

2012 – 2015 · San Francisco, CA

Led interactive and visual design of Fitbit Surge, the company's first GPS touchscreen device. Surge became the top-selling GPS running watch and doubled the size of this market.

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

Integrated design work with hardware launch timelines for 8 products; collaborated with product, support, industrial design, engineering and QA.

### Lead User Interface Designer · Salesforce

2009 – 2012 · San Francisco, CA

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

Redesigned the Sales Forecasting application; conducted in-context observations, ran concept validation studies and led user interviews.

Developed 15+ functional HTML/CSS/jQuery prototypes to evaluate usability.

(Promoted to Senior UI Designer in 2010 and to Lead UI Designer in 2012.)

### Interaction Designer · Yahoo! Autos & Finance

2007 – 2009 · Sunnyvale, CA

Led redesign of over 60 unique vehicle research pages accountable for approximately 50M monthly page views and \$30M annual revenue.

Created concept for a dealership directory, opening new business opportunities.

### Software Engineer · BAE Systems

2003 – 2006 · Minneapolis, MN

## EDUCATION

### Master in Human-Computer Interaction · Carnegie Mellon University

2006 – 2007 · Pittsburgh, PA

### B.S. Software Engineering · Milwaukee School of Engineering

Minor in Business Management

1999 – 2003 · Milwaukee, WI