Dave Hightower

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PROFILE

Responsive. Mobile. Creative. Branding. We can't ignore that our culture as a whole now realizes the value of a seamless interactive experience across devices. Airbnb, Uber and DoorDash reflect this in our daily lives. If IBM's CEO Thomas Watson Jr. taught us anything, it's that good design is good business.

I am a Senior Product Designer. I do mockups, wireframes, apps and websites. I sketch, strategize, mold graphics, choose typefaces, style transitions, and get design feedback. I iterate based on that feedback and beautify the front-end of the web with custom UI components. I'm a user-experience advocate, a product owner, and a teacher. For the past 15 years I have been a leader in for-profit and nonprofit digital projects.

I highly value the relationship between programmers and designers. Steve Jobs had to have Steve Wozniak. It's critical to correctly fuse engineering with aesthetics; anyone who really wants things to work in their digital projects will value and nourish that relationship. Yes, there is no "i" in web team.

RECENT WORK

Sr. Product Designer, Stoplight, Austin, TX: *2022*
With clients like Calendly, Zoom, and PagerDuty; Stoplight is an API design platform allowing developers and API program managers to quickly create, lint, share and test documentation; OpenAPI descriptions, and mock servers. As a Senior designer contributing to Stoplight's product set, I was responsible for enriching the company's user research methodologies and design system, working closely with developers and product managers, and mentoring junior and mid-level designers. I used design thinking to problem solve and create new feature sets or refining existing ones.

Takeaway: I was a major contributor on multiple features released during the Summer and Fall of 2022, including billing-system upgrades, studio tooling, onboarding refinements, platform invitations, discussions, responsive layouts, and UI updates.

Sr. Product Designer, Ncontracts, Brentwood, TN: *2021*
With thousands of clients across the country, Ncontracts builds software for financial institutions; helping them transform risk management and compliance from complex burdens into strategic advantages. As a Senior designer working on Ncontracts solutions and services, I was responsible for creating and enriching products, refining our design system, collaborating with developers and product leaders, and mentoring designers. My daily routine was agile, usability and customer focused; and relied on design thinking to solve problems.

Sr. UX Designer/Developer, Global Impact, Alexandria, VA: *2014–2021*
Global Impact builds partnerships and raises resources that help the world's most vulnerable people, including campaign design and software solutions for fundraising campaigns. I was a Senior leader on the front-end of the software team at Global Impact; designing responsive mockups, interfaces, and user stories for these campaigns; using InVision, Bootstrap, HTML, SCSS, JS, Font Awesome, Rails, Git, and Heroku to create custom web apps and sites.

Takeaway: I created over 300 customized digital fundraising campaigns in seven years, resulting in over $15 million dollars in donations for notable charities at work around the world.

Interactive Producer, GS&F, Nashville, TN: *2013–2014*
GS&F (Gish, Sherwood and Friends) is a fully-integrated marketing agency in Nashville with clients like Firestone, the Tennessee Titans, A.O. Smith, and the University of Tennessee Medical Center. My job was to help craft and bring the digital side of the agency to life, through building and maintaining our client brands' user interfaces online. I built responsive sites and emails whenever possible to deliver the most engaging experience to users across different devices.

Web Designer, The Gideons International, Nashville, TN: *2008–2013*
With a presence in 194 countries around the world, The Gideons International has to have a consistent look and feel to their websites. I was the lead Web Designer working with the organization's intranet, the member website and the public facing websites: tweaking and building pages, uploading images, audio & video, and building and sending HTML emails. I worked with analytics and social media too, measuring how well our interactive content was being received.

Takeaway: I worked with a software vendor in Ireland to get our organization's print magazine online. I saved the department that was shipping those copies of the magazine overseas $180,000/yr in shipping costs.

EDUCATION

ECPI College of Technology, Virginia Beach, VA: *A.S. Degree in IT/Web Design*
Old Dominion University, Norfolk, VA: *B.S. Degree in Interdisciplinary Studies*

CERTIFICATIONS

- Code School: Fundamentals of Design *(3 badges)*
- CIW: Foundations 1D0-510, Site Designer 1D0-520
- Lynda.com: User Experience Fundamentals for Web Design, UX Foundations: Usability Testing, Sketch for UX Design, Sketch: Mobile Design Workflows, Hands-On Mobile Prototyping for UX Designers, Building and Maintaining Your UX Design Portfolio, Illustrator for UX Design, Developing a Design System with Adobe XD, InVision for UX Design, Illustrator CC for Web Design: SVG, Conflict Resolution Foundations, Management Foundations
- Adobe Creative Suite

SKILLS GLEANED

- Design tools: Adobe Creative Suite, Sketch, Atom, InVision, Balsamiq, Figma, Mapbox, GitHub, JIRA, Azure
- Research tools: Dovetail, Maze, Amplitude, Full Story, Pendo
- Languages + frameworks + markup: HTML, CSS, SCSS
- Grid systems: Foundation, Bootstrap, Skeleton

CONFERENCE SPEAKER AT

- 2019 Nonprofit Technology Conference in Portland, OR
- 2018 Seattle Interactive in Seattle, WA : http://www.seattleinteractive.com
- 2018 ConveyUX in Seattle, WA: https://conveyux.com

ATTENDED

- 2022 Schema by Figma
- 2022 Clarity by Design Systems Coalition
- 2021 DesignX Community Inc. Remote Design Week
- 2021 Understanding True Design Systems with Dan Mall
- 2021 Breakpoint by BrowserStack
- 2019 Nonprofit Technology Conference in Portland, OR
- 2018 Nonprofit Technology Conference in New Orleans, LA
- 2017 Nonprofit Technology Conference in Washington, DC

- 2016 Nonprofit Technology Conference in San Jose, CA
- 2015 Designers Roundtable Retreat in Nashville, TN
- 2015 SXSW Interactive in Austin, TX
- 2013 Future Insights Live in Las Vegas, NV
- 2012 AIGA Nashville Think Tank in Nashville, TN
- 2012 An Event Apart in Atlanta, GA
- 2011 AIGA CASE Awards Show in Nashville, TN
- 2010 SharePoint Conference in Baltimore, MD