David McCullough

Tucson, AZ | david@daviiid.com | (469) 426-4139 | www.daviiid.com | LinkedIn

PROFESSIONAL SUMMARY

Senior Product Designer who progressed from software engineering into product design, now operating at the intersection of product direction, experience architecture, and implementation for complex B2B SaaS. Trusted across leadership, product, and engineering to bring clarity to ambiguous, system-level problems and shape thoughtful product experiences.

CORE SKILLS

Product Design, Interaction Design, Systems Thinking, Information Architecture, Workflow Design, Design Systems, Platform UX, Prototyping, Accessibility

Technical: Figma, TypeScript, HTML/CSS, Svelte/SvelteKit, React/Next.js, C#, .NET MAUI/Xamarin, Azure, SQL Server

EXPERIENCE

ClarityRFID   Jun 2018 – Present

Global enterprise retail technology company delivering RFID-enabled store and supply chain software for major retailers including H&M, Tesco, and Nike.

Senior Product Designer (reporting to COO), Remote (US)   Jan 2026 – Present

- Own the product experience across 4 platforms and 25+ store and supply chain workflow families, simplifying workflow structure while improving usability and coherence across navigation, interaction patterns, and terminology in a product suite that had evolved in silos over time.
- Drive cross-functional alignment across product, engineering, operations, and customer stakeholders— incorporating field feedback, on-site observation, and domain expertise into user-centered product direction and technically credible implementation paths.
- Lead the design of self-service capabilities, defining how complex configuration and integration systems are surfaced to users and enabling a support-heavy product to transition to a scalable SaaS model—targeting ~40% fewer configuration-related support tickets and ~25% faster onboarding.

Senior Design Engineer, Remote (US)   Apr 2021 – Jan 2026

- Established a cross-platform design system spanning mobile and web, defining token architecture and 30+ reusable components, and driving adoption through pragmatic strategy that enabled consistent UI across previously fragmented surfaces and supported emerging AI-assisted development.
- Served as technical lead for a 7-month Xamarin-to-.NET MAUI migration spanning 200+ view models, aligning four developers on architecture, priorities, and delivery through a critical platform transition.
- Raised UX quality through deep hands-on implementation and developer cross-training, turning design decisions into durable patterns across code, system behavior, and platform constraints.

Software Engineer II, Plano, TX   Apr 2019 – Apr 2021
Software Engineer, Plano, TX   Jun 2018 – Apr 2019

- Engineered web, mobile, and backend capabilities for an RFID-enabled retail platform, contributing to REST APIs, asynchronous job processing, real-time reporting, and inventory workflows supporting retail operations.

Independent Design & Development Consultant   Oct 2021 – Mar 2023
Selected clients: **Game Grumps, Real Good Touring**

- Relaunched the Game Grumps merch experience helping drive a 250% sales lift and 140% increase in average order value year over year in the first three months after launch.
- Built an internal run-planning tool behind Google SSO that pulled live Shopify inventory, generated pack lists, and routed approximately $202k of slow-moving inventory through the first batch.
- Built a self-serve publishing workflow that removed recurring development dependency, saving about $6k annually.

ADDITIONAL EXPERIENCE

Gumroad

Contract Software Engineer, Remote (US)   Sep 2021

- Contributed to product engineering in a highly asynchronous, self-directed environment.

900lbs of Creative

UI/UX Developer Intern, Dallas, TX   Mar 2017 – Jun 2017

- Supported interactive client work across web, VR, and AR, shaping UX flows, navigation structure, and UI assets alongside creative leads and developers.

Reflect Systems

Client Support Specialist Intern, Dallas, TX   Apr 2016 – Aug 2016

- Managed client network incidents, supported rollout work, and contributed to training, documentation, and implementation support.

EDUCATION

The University of Texas at Dallas, Richardson, TX   Aug 2014 – May 2018

B.A., Arts and Technology | Focus areas: UX and interactive design