David (Davy) Jones

Staff-level UX/UI Designer · Design Systems, Multi-Platform Architecture & Complex Workflows

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Summary

Staff-level UX/UI Designer with 8+ years of experience leading multi-platform UX and enterprise design systems across web and mobile. I architect scalable Figma-based systems, WCAG-compliant components, and cross-product patterns that accelerate development, reduce risk, and unify complex experiences. At Wheels, Inc., I drive design system strategy across multiple streams (NDE, UI.wheels, Figma DS, ThemeBuilder), partnering closely with product, engineering, and marketing to simplify high-stakes workflows and align UX with business outcomes. Known for systems thinking, cross-functional influence, and raising team maturity through documentation, mentorship, and DesignOps practices.

Core Skills

- Enterprise Design Systems & UX Architecture
- Multi-Platform UX (Web, Mobile, Responsive)
- Complex Workflow & Transaction Design
- Figma Design Systems (Components, Variants, Auto Layout, Tokens, Libraries)
- Accessibility & Inclusive Design (WCAG AA)
- UX Research & Usability Testing Integration
- DesignOps, Workflow Optimization & Documentation
- Cross-Functional Influence (Product, Engineering, Marketing, Ops)
- Mentorship, Coaching & UX Culture Building
- Stakeholder Storytelling & Design Strategy

Professional Experience

Senior UI Designer · Wheels, Inc.

APRIL 2024 – PRESENT

- Own the strategy and evolution of an enterprise-wide design system (UI.wheels, Figma DS, ThemeBuilder) that unifies three companies under a single, scalable visual and interaction language across web and mobile products.
- Architect and maintain 60+ reusable Figma components and patterns (forms, cards, content modules, data grids) aligned with KendoReact and ThemeBuilder, creating a single source of truth that reduces design–dev churn and speeds implementation for multiple product teams.
- Lead accessibility initiatives at the system level, identifying and resolving AA color contrast issues in ~10 high-traffic components and embedding accessibility standards into foundations, reducing compliance risk and improving legibility in critical workflows.
- Partner with product, engineering, and UI dev principals to align tokens, typography, and component behavior across design and code, eliminating ambiguity in implementation and supporting faster, more predictable releases.
- Translate usability research from New Driver Experience flows (e.g., Mileage Entry, Book Appointment) into system patterns, simplifying multi-step, transactional workflows and scaling proven solutions across products.
- Mentor designers and cross-functional partners in adopting the design system, Figma libraries, and accessibility best practices; create documentation, guidelines, and collaboration workflows that raise UX maturity across the organization.
- Act as a Staff-level design leader for multi-stream initiatives, connecting UX decisions to business impact (speed, scalability, risk reduction) and influencing roadmap discussions through clear design storytelling and rationale

UI/UX Designer II · Wheels, Inc.

AUGUST 2020 – APRIL 2024

- Spearheaded the organization-wide migration to Figma as the primary design tool, defining shared libraries, token strategies, and component structures that became the foundation for an enterprise design system.
- Led a flagship platform redesign to unify web and mobile experiences for fleet and driver tools, establishing patterns later codified into UI.wheels and adopted across multiple product areas.
- Embedded accessibility into the design process by standardizing contrast, typography, and interaction states in core components, enabling new work to ship with inclusion "baked in."
- Co-designed design-to-development handoff workflows with engineering, introducing standard documentation, specs, and QA checks that reduced rework and improved implementation quality.
- Partnered with Marketing Cloud and reporting teams to apply system patterns beyond core product UX, extending the reach and consistency of the design system.

Design Consultant · Purdue University Northwest

FEBRUARY 2023 – APRIL 2023

- Led the redesign of the NLN Center of Excellence application experience, translating complex submission requirements into clear, multi-step flows and high-fidelity prototypes.
- Collaborated with stakeholders to validate interaction patterns and secure buy-in for the updated UX, improving clarity and confidence for applicants and reviewers.

UX/UI Designer · Central Wire Industries

APRIL 2019 – MARCH 2020

- Developed design governance documentation and partnered with developers to implement reusable, component-driven UI patterns for marketing and product experiences.
- Improved consistency across digital experiences by standardizing typography, color usage, and interaction patterns.

Earlier UX & Visual Design Roles

2016 – 2018

- **Visual Designer** · Palko Distributing Inc.
- **UX/UI Designer & Communications Specialist** · Oliver Gospel Mission
- **UX/UI Designer & Graphic Designer** · Financial Eagle

Key contributions:

- Designed responsive interfaces for financial tools and nonprofit websites, improving usability and readability.
- Enhanced engagement through A/B-tested visual and communication design across digital and print channels.

Impact Highlights

- Scaled a single design system across multiple products and frameworks (Angular, React), establishing a shared visual language and reducing one-off solutions.
- Reduced compliance and accessibility risk by bringing 10+ high-usage components to WCAG AA and embedding accessibility standards into system foundations.
- Increased delivery speed by standardizing design–dev workflows, aligning design tokens with engineering frameworks, and automating repetitive tasks such as token updates.
- Simplified high-stakes, multi-step workflows (e.g., mileage entry, appointment booking) through research-driven UX improvements that reduced errors and improved task clarity.
- Elevated UX maturity by creating documentation, guidelines, and collaboration practices that improved adoption of the design system across UX, UI Dev, product, and marketing teams.

Tools & Technologies

- Design & Prototyping: Figma (Components, Variants, Auto Layout, Libraries, Tokens), Sketch, Adobe Creative Cloud
- Frontend Awareness: HTML/CSS; familiarity with React and Vue component models for partnering effectively with engineering teams
- Collaboration & Ops: Storybook/ThemeBuilder collaboration, KendoReact specs, design system documentation, usability testing support, DesignOps workflows

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Education

MA Graphic & Web Design
Minneapolis College of Art & Design · 2023

BS Communications
Columbia International University · 2016