

DAVE WRIGHT

STAFF UX DESIGNER & STRATEGIST

(650) 237-9696

Burlingame, CA

dave@stormlab.com

[linkedin.com](https://www.linkedin.com)

[Portfolio](#)

SKILLS

Design strategy

Product-market fit

Team leadership

Design thinking

Interaction design

Prototyping

Research

Design sprintmaster

Facilitation

OKRs & goal setting

TEACHING

Design sprints

Jobs to be done

Outcome-driven innovation

Critical User Journeys

EDUCATION

MA, Literature

Sussex University, UK
1992-1993

BA, Fine Art

Kent Institute of Art
and Design, UK
1989-1992

Dynamic and innovative Staff UX Designer & Strategist with over 24 years of experience in user-centered design for digital health, visualization and startups. Expert in leading cross-functional teams and driving projects from concept to completion. Proven track record of increasing user trust by 13% and clinical research engagement by 16% through targeted UX strategies. Skilled in Figma, Adobe Creative Suite, Design Sprints, and UX research methods. Known for a strong analytical mindset, excellent problem-solving skills, and a deep understanding of user behavior. Seeking to leverage my extensive experience in creating innovative, user-centric solutions within the outdoor or creative tooling fields. Committed to contributing to cutting-edge projects that push the boundaries of UX.

Staff Design Strategist

[Verily](#) // UX Accelerator // Mar 2022-Present

- Generated a 4-13% company-wide increase in product trust with a strategic playbook that included actionable design principles, UX patterns and performance metrics.
- Increased clinical research engagement by 16% (over the industry average) by identifying the factors that ignite and sustain retention resulting in product enhancements across the company.
- Led quarterly design sprints with the C-Suite, identifying and prioritizing company-wide strategic plans for long and short-term initiatives.
- Designed AI-solutions that increased health coach efficiency by 38%

Staff UX Lead

[Verily](#) // Onduo // Mar 2016-Mar 2022

- Led a team of 14 UXers who researched, wrote and designed [Onduo's](#) patient app, provider console and chronic care platform serving more than 100,000 patients. Service design included a personalized digital health program with smart insights from integrated continuous glucose monitors, blood pressure cuffs and smart scales.
- Increased enrollment 43% by redesigning onboarding and creating an end-to-end patient/provider telehealth experience that took off during COVID.
- Spearheaded Verily's push into accessibility, partnering with test engineering to clinch Verily's first [VPAT](#)

Staff Interaction Designer

Google Analytics // Jun 2013-Mar 2016

- Designed the initial release of the Google Analytics app for Android and iOS
- Sole UX designer on [Google Data Studio](#) (now Looker Studio), which made creating real-time reports and dashboards as easy as writing a Google Doc.
- Responsible for Data Studio UX from inception to its millionth user.

Senior Interaction Designer

Google Adwords // Dec 2011-June 2013

- Led the Material Design revamp of Admob and the Adwords Display redesign
- Sole UXer on [Google Web Designer](#), (interactive HTML5-based ad builder that runs on any device). Still popular today with advertisers. Still relies on my original designs.