

David LaHaye

UX & Product Leader

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Overview

- 20+ years of experience in design and development.
- Leading UX, product, and cross-functional teams for 10 years.
- Strong understanding of the entire product model with working experience in most roles.
- 9+ years experience building design systems.

Experience

Target | Lead Product Owner of Digital Asset Management | Mar 2019 - Present

My team delivered and is currently iterating on the next generation digital asset management (DAM) solution for creative and marketing assets at Target. This drives cost avoidance and capacity creation objectives and key results, resulting in an increase of 300% in savings yearly over our previous software and process through asset reuse and simplifying the collaboration process for creative teams both internally and with external partners.

Target | Lead Product Owner of UI Toolkit for Internal Applications | Dec 2017 - Mar 2019

The team and I built and released an automated UI starter kit that could be up and running on the Target application platform with semi-automated dependency management to allow product teams to focus on delivering value to users and significantly reducing tech debt. I drove an Innersource model to increase contributions from outside of the team by 50%, and also helped start the cross-organizational effort to create a design system for internal tools at Target.

Target | Lead Product Owner of Analytics Tool | Dec 2017 - Mar 2019

Grew a proof of concept with 4 product adopters that had been set aside and deprioritized into an enterprise quality analytics solution with over 65 product adopters in under a year. Reduced the original complexity, time to implement, and time to maintain for product adopters by 80%. Our solution helped users in any role and at any technical level easily understand and gain insight into the utilization of a product at the overall usage, segment usage, or individual user level.

Veritas | Senior Principal UX Lead Sept 2017 - Nov 2017

UX Strategist on the next generation data management solution and Veritas flagship product NetBackup. Veritas Design Program project lead.

Veritas | Senior Principal Product Owner of Veritas Design System Sept 2016 - Sept 2017

Designed and drove the implementation of the Veritas Design System while removing product silos and establishing cross-team collaboration to form our company wide UX Community. Released the first customer facing product utilizing Veritas Design System. Established roadmaps for all products that will live beyond two years to utilize Veritas Design System.

Veritas | Principal UX & UI Designer | June 2016 - Sept 2016

As the UX Design Lead in the chief technology office I worked with an international set of internal startups that were focused on new technologies and integrations for the Veritas vision. Our focus was to rapidly research, design, develop, prototype, test, and validate solutions for inside and outside the company. UX mentor for several innovation efforts within Veritas.

Veritas | Senior UX & UI Designer | Sept 2015 - June 2016

Worked within a fast moving international set of internal startups that are focused on building a vision for the company. Our mission was to rapidly research, design, develop, prototype and test solutions for inside and outside the company. Helped drive the UX community, standards, guidelines, pattern library, best practices, and cross team collaboration for Veritas.

SPS Commerce | Product Designer | 2014 - 2015

Delivered the next generation of an industry leading supply chain order management software.

Star | Lead Creative Technologist | 2013 - 2014

Led all aspects of technology integration within projects from discovery through implementation including ideation, system architecture, development, and final delivery. Inspired teams through collaboration as well as direction, vision, and planning of deliverables.

Wrapped Up Inc. | Founder & President | 2009 - 2014

Custom signage shop specializing in fleet graphics, large format banners, die-cut stickers, storefront advertising, and event signage.

Madphoto Studio | Founder & President | 2010 - 2013

Professional studio with a focus on product and event photography. We also offered training, studio/set design, and post production work for individuals and businesses.

Bullfrog Sweatshop | Founder & President | 2009 - Current (Inactive)

Design, develop, and consult on web-based applications, responsive websites, design systems, pattern libraries, and style guides for a diverse client base of small to medium sized businesses.

Built and maintained customer relationships. Ensure projects are profitable and successful. Drive new technology and service offerings.

Parson's Equipment Sales | Sales & Support Technician | 1999 - 2003

Sales and on-site technical support for products in the manufacturing industry. Specifically, mechanical seals for fluid transfer pumps, pump repair, and adhesives.

Freelance | Visual & Experience Designer | 1997 - 2009

Client services including consulting, design, and development on e-commerce experiences, informational sites, branding, marketing strategy, software, and processes both directly and through agencies.

Formal Education**1999 Associates of Applied Science – AAS in Communication Arts**

Academy of Communication Arts