David Braylark
Product Designer

@ braylark@gmail.com
🌐 www.davidbraylark.com
in linked.com/in/braylark
📞 (404) 759-0561
📍 Atlanta, Ga

EXECUTIVE SUMMARY

With over 15 years of experience, I combine entrepreneurial spirit with a self-taught, results-driven approach to crafting user-centered solutions that deliver measurable impact. I specialize in transforming complex challenges into intuitive digital experiences, building scalable design systems, and elevating products through exceptional visual design.
As a leader, I excel at mentoring top-performing teams and fostering talent within organizations. Passionate about creating products that enhance users' lives, I am committed to inspiring innovation, driving business success, and shaping the future of design through creativity, collaboration, and visionary leadership.

EDUCATION & CERTIFICATIONS

University of Georgia 🐾
2003 - 2007 | Athens , GA
Business Mgmt. / Comp. Sci

Management Certification
2017 | Assurant

AREAS OF EXPERTISE

Complex Problem Solving
Prototyping + Wireframing
UX Research
UI / Visual Design
Usability Testing
Atomic Design Systems
Teamwork & Collaboration
Mentorship + Leadership
Design Thinking Methodologies
WCAG Accessibility Guidelines

PROFESSIONAL EXPERIENCE

BETTERWORKS, SENIOR PRODUCT DESIGNER
08/2023 - 11/2024 | Menlo Park , CA (Remote)

- Led the redesign of a complex goals management system, addressing usability pain points to improve user engagement and streamline workflows for enterprise clients.

- Partnered with users and stakeholders to validate designs through iterative prototypes and live feedback sessions, ensuring the final solution aligned with user needs and business objectives.

- Established and fostered a design community, coaching team members and promoting best practices to elevate design standards across the organization.

- Enhanced the design system to ensure consistency, scalability, and seamless integration of new features across the platform, while introducing interaction patterns to streamline future prototyping efforts for the design team.

CYLERA, LEAD UX DESIGNER
06/2021 - 06/2023 | New York, NY (Remote)

- Served as the sole designer in the company, building the foundational infrastructure for the product team to support scalable and user-centered development.

- Led the end-to-end redesign of Cylera's flagship cybersecurity application, improving usability and securing $26M in Series B funding.

- Developed a scalable design system to streamline collaboration between design and development, reducing implementation time by 40%.

- Conducted user research and moderated user testing to validate design decisions, ensuring alignment with both user needs and business needs.

HONEYWELL, SENIOR UX/UI DESIGNER
08/2019 - 06/2021 | Atlanta ,GA (Onsite)

- Created and implemented the Honeywell Forge Design System, impacting over 100 products and reducing design and development time by 30%.

- Partnered with cross-functional teams to integrate the design system into core products, simultaneously identifying and implementing software improvements.

- Secured four design patents for innovative workflows, enhancing product efficiency and usability across key verticals.

TOOLS

Figma / FigJam
Sketch
Adobe Creative Suite
Balsamiq
Axure RP
Miro
Invision
HTML
CSS
Javascript

AWARDS & PATENTS

IAC Award - Rich Media Online Ad
Design Patent - USD989093S1
Design Patent - USD962963S1
Design Patent - USD967141S1
Design Patent - USD1003909S1

REFFERALS

Jeremy Fuerst
Senior UX Manager
Amazon, Honeywell
678-886-9338

Victor Martinez
Director of User Experience
Sovos, Assurant
678-778-4454

Shawn Venkat
Senior Director, Product Management
Betterworks
650-935-5204

Katherine Tanner
Product Manager
Betterworks
843-271-8220

ADDITIONAL EXPERIENCE

Turner Broadcasting - Flash Designer
Ketchum Public Relations - Web Designer
Moxie Interactive - Interactive Designer
The Partnership - Web / Graphic Designer
CCA&B - Game Developer
Hot House - Interactive Designer
The SuperGroup - Interactive Designer

ASSURANT, SR. MANAGER, USER EXPERIENCE & DESIGN
10/2016 - 05/2019 | Atlanta ,GA (Onsite)

- Initially joined as a Senior UX Designer and promoted to Senior Product Design Manager role in recognition of contributions to design excellence and team leadership.

- Completed a management certification enhancing leadership skills to effectively guide teams and drive project success.

- Managed a team of 6 designers and 3 international collaborators to deliver scalable insurance products for global clients like Apple and T-Mobile.

- Transitioned the design team to Agile methodologies, improving delivery timelines by 30% and fostering cross-functional collaboration.

- Mentored junior designers and Yale University students, providing hands-on experience, conducting design reviews, and fostering a culture of growth and continuous improvement.

SHARECARE, SENIOR UX/UI ARCHITECT
03/2015 - 10/2016 | Atlanta ,GA (Onsite)

- Led the design of an enterprise-level patient scheduling application, creating a comprehensive UX/UI strategy that improved scheduling efficiency and streamlined workflows for healthcare providers.

- Established interaction standards, prototyping frameworks, and best practices, fostering consistency across the design and development process.

- Conducted user research and usability testing to validate designs, ensuring alignment with user needs and business objectives.

- Delivered detailed design assets, including front-end UI graphical libraries, style guides, and component usage standards, enabling scalable, maintainable development.

- Utilized creative tools such as OmniGraffle, Axure, Adobe XD, and Sketch to design and prototype impactful solutions for enterprise healthcare applications.

3P INTERACTIVE, FOUNDER + DESIGNER
08/2004 - 12/2015 | Atlanta ,GA

- Built products and worked on campaigns with prestigious companies such as Cartoon Network, Kellogg, Samsung, NBA, Elf On The Shelf, HBO, Sony, Wendy's, Best Buy, Carter's and more.

- Delivered game development, web design, graphic design, animations, rich media advertising, and immersive digital experiences across web, mobile apps, and interactive platforms, consistently meeting high standards for creativity and technical execution.

- Designed and developed user-centered solutions tailored to diverse industries, ensuring brand consistency and high engagement.

- Designed award-winning campaigns, including an IAC Award-winning Rich Media Online Ad.