

## DAVID LAWRENCE

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## WORK HISTORY

**WYNN RESORTS** . UX Design Contractor, Wynn XD

LOCATION Las Vegas . FROM June 2025 to Present

Strategic UX Design leadership and hands-on product delivery for the iconic global luxury brand. [Product Design leadership and hands-on execution](#) and delivery for key Wynn Resorts initiatives including redesigns for Top-of-Funnel guest engagement, including dining and room booking experiences, as well as contribution and development of ongoing guest-facing AI-powered "Digital Employee" customer-facing tools.

**ELEMENTAL AI** . Digital Experience Design Consultant

LOCATION Remote . FROM June 2025 to Present

Digital Experience Design leadership, including strategic client consultation, user research, brand design, and [digital conversation design](#) for an AI-driven "digital concierge" experience for a New York property management company.

**MERKLE** . Group Director, Experience Design (West Coast Product Design Studio Lead)

LOCATION Las Vegas and Remote . FROM March 2023 to April 2025

Managed and mentored UX/product design account, project and studio teams – [hiring, coaching, steering and scaling](#) high performing, cross-geography and remote teams ranging in size from 5 to 105 resources, actively evolving my teams' ability to create high-quality, accessible, usable customer-centric digital experiences.

- Successfully partnered with client leaders and product stakeholders through all phases of the design process, [leveraging collaborative workshops and compelling storytelling](#) to shape work, secure alignment, and generate excitement.
- Guided solution concept development through [ideation sessions, design sprints, rapid prototyping, design deliverables](#) (wireframes, visual designs), transforming optimal future-state ideas into tangible solutions ("we make it real").
- Delivered exceptional [digital transformation](#) design efforts for clients like Principal Financial, Schwab, FS8 (FIT Group), Panasonic Automotive, Builder's First Source, Primo Water, National Vision, Herbalife and Arrow Electronics. Highlights include:
  - Multi-year Digital Experience Transformation initiative re-platforming and evolving core business systems for [ARROW ELECTRONICS](#). Defined overall UX strategy for and provided overall delivery leadership for 20+UX/UI product designers in US, India, Germany and Brazil; ensured overall [design system direction, development and delivery](#). Partnered with client and internal discipline leadership for [cross-track agile planning and coordination](#). Optimized and refined existing transactional retail sales and B2C content publishing (responsive web solution, Sitecore to AEM) tools and experiences Guided solution concept development through ideation sessions, design sprints, rapid prototyping, design deliverables (wireframes, visual designs), transforming optimal future-state ideas into tangible solutions ("we make it real")
  - Digital Experience Transformation aligned to global brand reinvention for [HERBALIFE NUTRITION](#). Owned global experience design efforts for 100+ UX/UI product designers in US, India, and Brazil delivering customer experience [strategy, design and development](#) for end-customer retail and marketing experiences, as well as a suite of distributor business management tools, including order and customer manager functions as well as [AI-powered training and support](#)
  - Global Experience Design rebranding efforts for [FIT GROUP](#) and [FS8](#) Brands with teams in Australia. Guided [UX/UI strategy and design](#) while delivering two new responsive brand experiences, showcasing new brand identity via the FIT Group holding site and new gym-based functions and tools

**DLXD** . Director of Product Design

LOCATION Las Vegas, Chicago and Remote . FROM June 2021 to March 2023

Hands-on digital product design leadership and delivery as well as collaborative team leadership across a number of contract roles.

- Global UX Design Leadership and hands-on User Interface Design for [COSTCO](#) non-US markets. Day-to-day [strategic design leadership](#) and [hands-on user experience and user interface design](#) for Costco desktop/mobile platforms in Australia, China, Germany, Korea, Japan, Mexico, the UK and more. Responsible for [research, strategy and quarterly design iterations](#) for key retail experiences including Browse Path reinvention, Cart, Checkout, Grocery, Tires sales and installation, instore pickup, delivery, and account management functions, including digital membership ID tools
- Mobile app product design and marketing content creation for Roadtrippers, RVillage, TogoRV and more. Strategic UX research and hands-on app design for a quartet of core recreational travel tools for [ROADPASS DIGITAL](#) as Product Design Director.
- Product design leadership for the core [CARS.COM](#) automotive retail marketplace platform. Provided [cross-discipline leadership and support](#) for all key Cars.com product design initiatives. Day-to-day leadership for an all-remote team of 10+ multi-discipline product designers

## WORK HISTORY [CONTINUED]

**POINT B . Principal, Experience Design**

LOCATION Chicago, Portland, Seattle, Remote . FROM January 2019 TO June 2021

Established and grew the Point B Digital Design Studio in Chicago and Portland, supporting the Digital Strategy and CX Transformation Practice, providing mentorship and career guidance for 20+ FTE and contract resources. Directed strategic experience design and delivery initiatives for key account relationships including Costco, Microsoft, Starbucks, and Nike. Highlights included:

- UX and Product Design [leadership and delivery for the Costco Global Retail Sales Platform](#). Defined overall UX strategy and provided delivery leadership for nimble team of UX/UI designers. Shaped and designed the core mobile Costco Global Mobile App product for all “non-US” markets.

**SALESFORCE . Director, Experience Design**

LOCATION Chicago, San Francisco, Remote . FROM November 2015 TO March 2018

Established a new Salesforce Services’ Experience Design team in partnership with the Salesforce Ignite team focused on rapid prototyping and innovation strategy. Operated as key thought and delivery leader for nimble rapid response pods of 3 to 5 resources, driving solution approval from client partners and lead development of functional prototypes via rapid design sprints. Developed key experience design methods and processes (for both business and delivery) to drive rapid customer experience discovery and strategy development. Key clients included Amazon, Caterpillar, Fox Studios, Nike, Pioneer Seeds and Paramount Pictures. Highlights included:

- An all-studio communications app to aid productivity, ensure production oversight and reveal financial insights for [PARAMOUNT PICTURES](#). Shaped overall project engagement and identified key research opportunities as part of Ignite process. Assembled rapid-prototyping team to deliver design sprint concept creation on the studio lot. Wrote and directed final [successful \\$10MM pitch](#) and solution experience delivery engagement.
- A Salesforce Ignite initiative for [AMAZON](#) yields a new tool to “reinvent office rewards” and yields a significant partnership. UX Strategy and Product Design lead for rapid prototyping effort to explore how Salesforce could help Amazon sell more gift cards; daily client-facing contact with key client stakeholders. Harnessed insights about workplace gratitude behaviors and channeled them into shaping a new mobile app. Participated in the overall Amazon product development process and shared the story of the collaborative journey as Salesforce’s annual Dreamforce event.
- Custom IoT application development for a suite of [CATERPILLAR](#) tools devoted to supporting equipment field operations. Design lead and daily client-facing contact with key client stakeholders, responsible for shaping overall solution vision aligned to overall business goals for two distinct business divisions within Caterpillar.

**SALESFORCE . Creative Director**

LOCATION Chicago, San Francisco, Remote . FROM July 2013 TO November 2015

Refined and grew the Salesforce Services’ Customer Experience Design Team. Operated as Team Lead and UI Practice Lead, mentoring 30+ FTE resources in Chicago, NYC, SF and London. Operated as Project Lead for new business development and platform solution delivery, as well as user-experience strategy, from configuration to customization. Client-facing design team lead for work with Home Depot, Delta Airlines, Coca-Cola, Neil Young’s PONO, SAB Miller, Canon, PlayStation and more. Highlights included:

- Reinvention for [HOME DEPOT](#)’s primary digital paint sales channel and the creation of new way to sell paint. Shaped and sold the CXD Design COE’s first standalone sales win, initiating new work with an established client and yielding \$5MM/per in product design initiatives. Harnessed insights Starting of the Dept. 24 Paint sales cycle and customer behaviors, the subsequent 3-year roadmap leading to the redesign the Home Depot digital paint department online, within the app, and in-store via POS kiosks in Year One. Shaped, sold and delivered follow-on *Project Color app*, a popular “paint project pre-visualization tool.”
- Channeling the private fascinations of musician [NEIL YOUNG](#) into a public unveiling of a new Salesforce platform. Design lead for promotional effort to celebrate Neil Young’s PONO Music Player passion project and our Community Cloud product, delivering an engaging content-driven community featured at *Dreamforce*.

**MANIFEST . Group Creative Director**

LOCATION Chicago . FROM February 2011 TO March 2012

Operated daily as Enterprise Account Team UX/UI Design Delivery Lead guiding the development of large web and mobile app engagements. Directed strategic experience design and delivery initiatives with Mattel, Barclays, Allstate, Tomica and more. Highlights included:

- Bringing with world’s most famous doll to life a decade before Margot Robbie did it with [MATTEL’S BARBIE LIFE IN THE DREAMHOUSE](#). Creative Director and Strategy lead for three core experience elements – a support environment for the series’ video player, ancillary content directly related to the series (such as the *B Friends* “faux-ial” network that allowed Barbie fans to engage with her and her friends in a scripted Facebook-like environment) and a “toybox” of associated games and activities, such as Barbie’s “*Dream Closet*,” a digital dress-up game. Wrote in the voice Barbie as copywriter for all “in-world” Barbie and friends dialogue found within environments.

## WORK HISTORY [CONTINUED]

**SAPIENT** Creative Director

LOCATION Chicago . FROM September 2006 to February 2011

North American Central UI Practice Leadership, account- and project-level team lead for comprehensive, large-scale digital solution strategy and design execution in fast Agile delivery environment. Supervised and provided career management for 100+ multidisciplinary FTEs across six North American offices, including Chicago, Kansas City, Denver and more. Creative director for key initiatives with Target, John Deere, Sprint, CDW, Wall Street Journal, Washington Post, HGTV, Discovery Channel, Minneapolis StarTribune, Wrigley, Allstate, and Chicago Public Schools. Highlights included:

- Target's 2011 [TARGET.COM](#) Redesign was a "from the ground up" evolution to the nationally known retailer's digital storefront. Paired a strong experience strategy effort with rapid iterative conceiving that in turn fueled intense agile sprint-based delivery to fundamentally impact and evolve how Target engaged their customers. UX/UI Product Design & Delivery Lead for a project team of 35+ designers and copywriters (part of a total team of 800+ resources on 3 continents) across five distinct, concurrent tracks of delivery work.
- A global research and strategy initiative that articulate an evolved digital existence for JOHN DEERE. UX/UI Product Design & Delivery Lead executing a 5-year roadmap to transform John Deere's digital channels, including a global makeover to *Deere.com* in 90 countries around the globe, as well as foundational work for a retail parts experience and collaborations on assorted in-cab digital products.

**JWT** Creative Director

LOCATION Minneapolis . FROM September 2005 to September 2006

Team lead for Digital Design Group, guiding team and driving process enhancements to improve efficiency, delivery, and collaboration. Creative leadership for marketing and digital design initiatives for United States Marine Corps, FEMA, and United Healthcare. Highlights included:

- Driving the development of three mission critical recruitment sites for the [UNITED STATES MARINE CORPS](#), demonstrating benefits of service. Served as lead Creative Director for a 15+ UX/UI/Copywriting/Research team, working directly w/Recruiting Command. Realized a 40% week over week increase from the previous year, and a 900% improvement from previous online recruiting efforts.

**TARGET** Creative Director

LOCATION Minneapolis . FROM February 2004 to September 200

Digital Design team lead for Target.com, focused on key Seller Experience initiatives. Led key Target.com interface redesign initiatives, including Checkout, Wedding Registries and official corporate site. Managed 30 FTE direct reports. Highlights included:

- **Ready.Sit.Read!** UX/UI designer for online hub for [READY.SIT.READ!](#) youth-oriented summer reading book club program.
- Team lead for 25 UX/UI resources on seasonal, quarterly and weekly display content updates to [TARGET.COM](#).

## SKILLS, PROFICIENCIES &amp; TOOLS

**DESIGN SKILLS**

AI-Assisted Design, App Design & Delivery, Art Direction, Brand Building, Design Ops, Design Systems, Design Thinking, Ecommerce, Identity Design, Interaction Design, Journey Mapping, Persona Development, Project Planning, Rapid Prototyping, Responsive Design, Usability Testing, User Flows, User Research, UX Design Methods, UX Strategy, Visual Design, Wireframing, Workshop Facilitation

**TEAM LEADERSHIP SKILLS**

Active Listening, Change Management, Client-Facing Presentation, Cross-Team Collaboration, Communication, Creativity, Customer Focus, Delegation, Mentorship, Organization, Project Management, Relationship Management, Team Building, Team Leadership

**DELIVERY TOOLS**

AdobeCC, ADO, AEM, AWS, Azure, Canva, ChatGPT, Claude, Confluence, Drupal, Figma, Figma Make, FigJam, Google, Illustrator, Jira, Photoshop, PowerPoint, Salesforce, Slack, Sketch, Storybook, Teams, Word, Zeroheight, Zeplin

## ATTRIBUTES & APPROACHES

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### VISION AND STRATEGY

- I start with a people-first approach, seeking to understand real world needs to human problems that inspire avenues of exploration
- I craft unified experience visions for digital solutions, services, products and platforms
- I leverage customer insights, market research, and data analytics to drive innovative outcomes aligned to business priorities and success metrics on assorted in-cab digital products.

### DESIGN AND EXECUTION

- I guide and direct concept development through ideation sessions, prototyping, and storytelling, transforming ideas into tangible solutions
- I drive high-quality design explorations, including wireframes, storyboards, interactive prototypes, and visual mockups that align to brand goals
- I ensure my teams incorporate inclusive design practices into all product experiences and leverage evolving AI tools to aid efficiency

### RESEARCH AND INSIGHT

- I explore industry trends, competitive intelligence, and emerging technology to identify opportunities to drive innovation and differentiation
- I drive teams to express user research needs, integrating findings into iterative concept validation and experience refinement
- I use frameworks such as customer journeys, service blueprints, and experience maps to define product vision across tracks and dependencies

### COLLABORATION AND LEADERSHIP

- I enthusiastically mentor and develop my teams, fostering a culture of creativity, innovation, and collaboration across the org and around the globe
- My teams leverage workshops and insight-gathering activities, engaging with customers and stakeholders to shape user-centered solutions
- I openly engage product managers, engineers, and researchers to shape digital solutions aligned to business goals and technical constraints

### INFLUENCE AND ADVOCACY

- I strive to act as strong advocate for customer-obsessed design, winning hearts and minds and working to engage stakeholders through compelling storytelling and visual communication
- I proudly represent my org's design team in external industry events, contributing to the broader design community
- I strongly advocate for a healthy and beneficial work/life balance for the members of my teams

## SCHOOLING

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### DRAKE UNIVERSITY

LOCATION Des Moines · FROM September 1989 to May 1993

Bachelor of Fine Arts Degree

Major: Graphic Design

Minor: Journalism