

```
1 # David Levin
2 **Principal Product Designer**
3 levin.media81@gmail.com | 949-547-2656
4 [levinmedia.com](https://levinmedia.com)
5 _Remote, U.S._
6
7 ---
8
9 ## Professional Summary
10 Principal Product Designer specializing in platform architecture, payments
    systems, enterprise-scale data modeling, and AI-assisted workflows.
    Experienced designing and shipping globally scaled consumer and B2B products
    spanning fintech, streaming media, operational tooling, and data-driven
    planning systems. Bridges product strategy, UX, and technical architecture to
    deliver intuitive experiences for technically complex products.
11
12 ---
13
14 ## Core Skills & Tools
15 Platform Architecture • AI-Assisted Software Development • Agentic System
    Design • Enterprise SaaS • Payment & Subscription Platforms • Design Systems •
    Product Strategy • Cross-Functional Leadership • Fintech • Multi-Platform
    Streaming Media • Next.js • React • Tailwind • Storybook • Supabase • Figma
16
17 ---
18
19 ## Select Work Experience
20
21 ### CaptivateIQ – Principal Product Designer (2023–Present)
22 Designing platform and system architecture for intuitive and scalable data
    modeling experiences.
23 - Driving cross-functional alignment, prioritization, and execution across
    executive, product, and engineering teams for the next generation of
    CaptivateIQ's enterprise-ready modeling platform.
24 - Leading experience design for platform-wide AI integrations. Extending the
    Quotient design system to support natural language interactions with model
    building agents, application state management, evaluation workflows, and
    observability tooling.
25
26 ---
27
28 ### Flosports – Head of Product Design (2018–2022)
29 Connecting millions of fans with the sports they love through a large-scale
    direct-to-consumer live streaming and video-on-demand platform spanning 25+
    sports across web, mobile, and connected TV.
30 - Led and managed a distributed team of product designers across multiple
    initiatives and platforms.
31 - Partnered cross-functionally with executive, product, engineering, and
    commercial stakeholders to position user experience design as a core
    product and business strategy.
32 - Led experience design and UI definition for “The Essential Destination,” a
    large-scale cross-platform design system and consumer experience
    initiative unifying 25 sports and numerous legacy data platforms into a
    cohesive front-door experience across web, mobile, and connected TV.
33 - Helped create a centralized ecosystem bringing together live streaming,
    editorial content, schedules, statistics, and sport-specific data to
    drive discovery, engagement, SEO growth, and subscription conversion.
34 - Collaborated directly with executive leadership to evolve pricing,
    packaging, and payment flows, balancing revenue objectives with transparent
    customer experiences.
35
```

```
36  ## Select Work Experience (Cont.)
37
38  ### Automattic / WooCommerce – Product and Design Lead _(2018-2022)_
39  Shipped some of the most impactful products of my career, touching millions of
    merchants globally through WooCommerce, the world’s most popular open-source
    commerce platform.
40  - Led end-to-end product design for WooCommerce Payments, WooCommerce’s first
    fully integrated payments solution, built in partnership with Stripe.
41  - Helped define the product vision and merchant experience for the initial
    U.S. launch and subsequent global expansion to 38 markets and more than 135
    currencies, driving billions in total payment volume within three years.
42  - Designed merchant onboarding and compliance workflows (KYC), automated
    checkout integration, and tooling to supporting the full order and
    transaction lifecycle, including refunds and dispute resolution.
43  - Partnered closely with merchants, Stripe, Product, and Engineering to evolve
    the payments ecosystem through additional product integrations including
    subscription based payments, in-person payments, merchant financing,
    accelerated checkouts, multi-currency and payment method localization.
44  - Led end-to-end UX/UI for WooCommerce Analytics, a large-scale redesign that
    introduced reusable design system components for data visualization that
    were later adopted across the broader WooCommerce platform.
45
46  ---
47
48  ### USA TODAY Sports / Gannnet – Design Director _(2011-2016)_
49  Led design, product, and brand initiatives across USA TODAY Sports’ digital
    ecosystem, including editorial platforms, advertising products, and large-
    scale consumer sports experiences.
50  - Directed and managed nationally distributed UX/UI, visual design, and
    creative teams across multiple product and publishing initiatives.
51  - Led rollout of 16 major digital product launches and relaunches within a
    12-month period, including USA TODAY Ad Meter, which transformed the Super
    Bowl’s premier ad-ranking experience into a real-time interactive platform
    open to fans globally for the first time; NCAA Bracket Challenge, a
    large-scale March Madness bracket pool experience; and the 2016 Olympics
    Digital Content Experience.
52  - Helped define and launch a shared WordPress-based publishing platform
    consolidating numerous sports properties onto a unified CMS architecture,
    reducing operational overhead and accelerating product development.
53
54  ---
55
56  ### Armada Skis – Founding Art Director _(2002-2006)_
57  Shaped the brand’s visual and cultural identity across print, digital, hard
    goods, and soft goods.
58
59  ---
60
61  ## Recent Independent Projects
62
63  ### SpotAlert [spotalert.app](https://spotalert.app)
64  Surf forecasting and alerting application leveraging ECMWF oceanographic/
    weather data and NOAA buoy data. Designed and built full stack using Next.js,
    Tailwind, and Supabase with global wave models and custom alert logic.
65
66  ---
67
68  ### BETTERLIST [betterlist.levinmedia.com](https://betterlist.levinmedia.com)
69  iOS productivity app designed to reduce cognitive overload through focus-
    oriented task management, and collaborative check lists.
```