



## DAVID ZIGANAY

UX Designer, Art Director, Creative Director

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daveyourself.com

### EXPERIENCE

#### ICE MORTGAGE TECHNOLOGY - Pleasanton, CA - Sr. UX Designer - 2020 to 2024

UX DESIGN, MARTECH INTEGRATION, DIGITAL EXPERIENCE

ICE Mortgage Technology creates the software & network that originates, services, and connects mortgages.

- Create, curate, and extend design system to support the needs of enterprise level digital experience
- Own execution, delivery, and reporting for all digital experience
- Lead, inspire, mentor, and train designers, lead projects and execution teams in development of digital executions

#### LIQUID AGENCY - San Francisco, CA - Creative Director Experience Design - 2018 to 2020

BRAND EXPERIENCE

Liquid Agency is a brand experience agency focusing on development of holistic brand experiences.

- Focus on experience design across all mediums and a wide array of brand touchpoints
- Lead, inspire, mentor and train design team, oversee multiple projects and execution teams in development of creative
- Own client relationship regarding all things creative while collaborating and supporting cross-functional team members

#### MAYVENN - Oakland, CA - Lead Product Designer - 2016 to 2018

PRODUCT DESIGN, E-COMMERCE, SPECIALTY RETAIL, START UP

Mayvenn empowers hairstylists, changing the way people purchase hair extensions and beauty products.

- Created design specifications and standards expressed as storyboards, prototypes, wireframes, and screen flows
- Developed, owned, and iterated on the platform design system and style guide
- Partnered with Product Owner and Engineering Lead to feed, groom, and point product sprint cycles
- Created content/catalog taxonomy facilitating the launch of 1500+ skus

#### COG1 - San Francisco, CA - Creative Director - 2015 to 2016

PRODUCT DESIGN, MARKETING

COG1 is a digital marketing and product design agency.

- Lead, inspire, mentor and train a multidisciplinary creative team while overseeing all creative output
- Created design specifications and standards expressed as storyboards, prototypes, wireframes, and screen flows
- Own client relationship regarding all things creative while driving and leading new business efforts

#### LIQUID AGENCY - San Francisco, CA - Associate Creative Director - 2014

BRAND EXPERIENCE

Liquid Agency is a brand experience agency focusing on development of holistic brand experiences.

- Lead, inspire, mentor and train design team
- Oversee multiple projects and execution teams in development of creative
- Own client relationship regarding all things creative while collaborating and supporting cross-functional team members

#### LEVEL STUDIOS - San Jose, CA - Associate Creative Director - 2013 to 2014

INTERACTIVE, MARKETING

LEVEL is a digital creative agency that exclusively services Apple Inc.

- Embedded on-site, fully integrated within the Apple, Inc. Marcom Group
- Lead execution teams in developing digital creative for Apple.com
- Collaborate closely with cross-functional teams to develop and execute work

#### ATTIK - San Francisco, CA - Sr. Digital Art Director - 2011 to 2013

ADVERTISING, BRANDING, INTERACTIVE

ATTIK is a multidisciplinary agency specializing in integrated campaigns, branding, design and digital.

- Lead teams in developing digital creative for integrated campaigns and one-off website design/development
- Guide user experience design and combine with creative team efforts
- Successfully sold and anchored on new business engagements

COMPLETE PROFESSIONAL HISTORY AVAILABLE ON REQUEST

### SKILLSET

Core Tools:

Figma, Creative Suite, OmniGraffle, Whiteboard, Dry Erase Marker

Fluent Web Technologies:

HTML, CSS, GA4