David McCullough

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PROFESSIONAL SUMMARY

Product design leader and former software engineer with 8+ years shaping complex B2B applications across mobile, web, desktop, and administrative surfaces. Owns experience direction across a three-product enterprise SaaS portfolio. Known for combining systems thinking, strong design judgment, and pragmatic execution to turn complex problems into intuitive products—from early discovery through launch.

CORE SKILLS

Design Leadership & Mentorship, Interaction Design, Product Strategy, Visual Design, Design Systems, Prototyping, Platform UX, Accessibility

Technical: Figma, AI-Assisted Product Development, TypeScript, HTML/CSS, Svelte/SvelteKit, React/Next.js, C#, .NET MAUI/Xamarin, Azure, SQL Server

EXPERIENCE

ClarityRFID Jun 2018 – Present

Global enterprise retail technology company delivering RFID-enabled store and supply chain software for major retailers including H&M, Tesco, and Nike.

Senior Product Designer, Remote (US) Jan 2026 – Present

Reporting to the COO and assuming leadership of the Product function while retaining design direction ownership.

- Own experience direction across three products and 25+ workflow families spanning mobile store applications and responsive web platforms, simplifying fragmented experiences and establishing shared patterns and terminology across a portfolio that had evolved in silos.
- Set design direction and review work across Product and Engineering, mentoring teammates on interaction patterns, design-system use, and implementation quality while serving as the escalation point for consequential cross-product UX decisions.
- Lead discovery and experience design for a self-service administration platform, translating customer feedback, operational workflows, configuration rules, permissions, and system dependencies into solutions targeting a 40% reduction in configuration-related support tickets and 25% faster onboarding.
- Provide design leadership on an agentic AI delivery initiative, using AI-assisted development to accelerate prototyping and implementation while evaluating output for interaction quality, accessibility, system consistency, and production readiness.

Senior Design Engineer, Remote (US) Apr 2021 – Jan 2026

- Established a cross-platform design system spanning Figma, mobile, web, and admin surfaces, defining token architecture, 30+ reusable components, and documentation that improved consistency and gave both engineers and AI coding agents a more reliable source of truth.
- Led a 7-month Xamarin-to-.NET MAUI migration spanning 200+ view models, aligning four developers on architecture, experience priorities, and delivery through a critical platform transition.
- Partnered hands-on with engineers from architecture through implementation, providing design guidance and cross-training developers so UX decisions became durable patterns across code, teams, and product areas.

Software Engineer II, Plano, TX Apr 2019 – Apr 2021

Software Engineer, Plano, TX Jun 2018 – Apr 2019

- Built web, mobile, and backend capabilities for an RFID-enabled retail platform, contributing to REST APIs, asynchronous job processing, real-time reporting, and inventory workflows supporting enterprise retail operations.

Independent Design & Development Consultant Oct 2021 – Mar 2023

Selected clients: **Game Grumps, Real Good Touring**

- Redesigned the Game Grumps merch experience, driving a 250% increase in sales and a 140% increase in average order value year over year in the first three months after launch.
- Built an internal run-planning tool behind Google SSO that pulled live Shopify inventory, generated pack lists, and routed approximately $202k of slow-moving inventory through the initial batch.
- Built a self-serve publishing workflow that removed recurring development dependency and saved approximately $6k annually.

ADDITIONAL EXPERIENCE

Gumroad

Contract Software Engineer, Remote (US) Sep 2021

- Contributed to product engineering in a highly asynchronous, self-directed environment.

900lbs of Creative

UI/UX Developer Intern, Dallas, TX Mar 2017 – Jun 2017

- Supported interactive client work across web, VR, and AR, shaping UX flows, navigation structure, and UI assets alongside creative leads and developers.

Reflect Systems

Client Support Specialist Intern, Dallas, TX Apr 2016 – Aug 2016

- Managed client network incidents, supported rollout work, and contributed to training, documentation, and implementation support.

EDUCATION

The University of Texas at Dallas, Richardson, TX Aug 2014 – May 2018

B.A., Arts and Technology | Focus areas: UX and interactive design