# David Scaliatine

Product and service design leader with extensive experience shaping digital experiences across healthcare, financial services, energy, and education sectors. Integrates user-centered design, service design thinking, product strategy, and organizational leadership to create scalable, research-driven solutions aligned with business objectives. Adept at guiding multidisciplinary teams, developing design and product operations frameworks, mentoring early-career professionals, and translating complex problems into intuitive digital experiences.

## AREAS OF EXPERTISE

- Digital Product Strategy & Portfolio Leadership
- User-Centered & Service Design Methodologies
- UX Research, Testing, and Data-Driven Decision Making
- Experience Visioning & Systems Thinking
- Scalable Design Systems & Component Architecture
- Team Leadership, Coaching, and Performance Development
- Cross-Functional Collaboration & Stakeholder Influence
- Product Lifecycle Management & Agile Delivery
- Customer Journey Mapping & Persona Development
- Design Education, Curriculum Development, and Facilitation

## ACADEMIC EXPERIENCE

### **Columbia University, UX/UI Bootcamp** — *Adjunct Instructor*

OCTOBER 2024 - DECEMBER 2024

Delivered intensive instruction in User experience, UI design, and front-end development within an accelerated academic format.

Taught curriculum on UX Research Methods, Design Fundamentals, Atomic Design, Typography, UI Component Architecture, Branding, HTML, CSS, JavaScript, app design, and responsive design.

Led sprint-based group workshops, critiques, and problem-solving sessions utilizing Agile and iterative workflows.

Guided students through multi-phase portfolio projects including user research, prototyping, and usability evaluation.

Provided personalized mentorship and structured feedback aligned with Columbia’s assessment framework.

### **Northwestern University, UX/UI Bootcamp** — *Adjunct Instructor*

FEBRUARY 2022 - APRIL 2024

Facilitated the learning experience for aspiring UX/UI professionals through structured, hands-on coursework.

Delivered weekly lectures and live demonstrations covering UX Advocacy, Research Methods, Interaction Design, Atomic Design, and UI systems.

Conducted design critiques, portfolio reviews, and formative assessments to support student growth.

Implemented sprint-based instructional design, teaching collaborative processes modeled after industry practice.

Supported student development through career mentorship, design communication coaching, and skill-building exercises.

## CAREER EXPERIENCE

### **Optum Bank, UnitedHealth Group** — *Director of Digital Product*

JUNE 2025 - PRESENT

Lead the digital strategy and product roadmap for a multi-product healthcare app serving 10M+ users. Direct portfolio planning, cross-functional alignment, and product delivery to support organizational objectives and regulatory requirements. Mentor and develop product owners and junior PMs, establish KPI frameworks, and apply data-driven insights to optimize user experience, adoption, and customer retention.

### **CPS Energy** — *Senior Product Manager (Contract)*

MAY 2024 - JUNE 2025

Drove the vision, strategy, and execution of digital product initiatives supporting internal communications and employee experience for 5,000 employees.

Led cross-functional teams to deliver an enterprise CMS migration for the employee intranet, overseeing backlog refinement, requirement prioritization, and integration strategy.

Applied design thinking and user research to advocate for employee needs, improving usability and content structure.

### **edX** — *Adjunct Instructor, UX Bootcamps*

FEBRUARY 2022 - DECEMBER 2024

Supported 100+ students through course completion and professional transition into UX roles. Enriching UX/UI learning for aspiring design professionals through hands-on sprint-based projects covering UX Advocacy, UX Research Methods, Design fundamentals, Atomic Design, Typography, UI Components, Branding, and Front-end Development.

### **BillGO** — *Lead Product Designer*

JUNE 2022 - MAY 2024

Owned design system strategy and scalable component architecture for both branded and white-label solutions.

Developed BillGO's design system in partnership with engineering, standardizing front-end and UX patterns.

Conducted a diary study to identify six bill pay archetypes, informing segmentation and product direction, resulting in additional capital funding.

Created a structured project ingestion and sprint planning process, including requirements review, design sprints, approval workflows, and timeline tracking.

### **Frost Bank** — *UX Leadership roles*

DECEMBER 2021 - JUNE 2022 - Head of Digital Product Experience and Design, VP

JULY 2021 - DECEMBER 2021 - Head of User Experience

DECEMBER 2019 - JULY 2021 - Senior User Experience Designer

JANUARY 2019 - DECEMBER 2019 - User Experience Designer

**Highlights from my roles at Frost Bank, additional information available at request**

- Created the CARES ACT Paycheck Protection Program digital experience, allowing Frost Bank to accept over 6,155 loans and lend $753.9 million as of Feb 10, 2021.
- Guided designers in user research and testing, production of personas, mapping customer journeys, and developing service blueprints for complex products and services; utilizing a variety of methods to convey ideas and concepts including storyboards, wireframes, and prototypes; providing feedback to the design team on visual direction.
- Established a Figma file organization system and responsive web and mobile application design system component library leveraging component instances and variables, leading to less than a 3% detachment rate.

### **Texas State University** — *Asst Director of Alumni Marketing and Membership*

DECEMBER 2017 - JANUARY 2019

Implemented an omnichannel digital-first welcome experience for new members, which reduced the acquisition cost by 25% and increased the renewal rate by 5%.

### **Texas State University** — *Coordinator of Marketing*

JANUARY 2015 - DECEMBER 2017

### **GVEC** — *Principal Designer*

FEBRUARY 2013 - JANUARY 2015

## EDUCATION

### **Master of Fine Arts, Communication Design**

Texas State University

**Thesis:** *Queer Assembly — The Impact of Digital Storytelling on LGBTQIA+ Identity Formation and Self-Esteem*

*Research Focus: Examined the role of digital platforms as tools for community-building and self-esteem reinforcement among LGBTQIA+ individuals.*

*Methods: Qualitative interviews, thematic analysis, UX strategy, content design, interaction design, and evaluation of digital self-representation.*

*Outcomes:*

*Developed a digital storytelling environment supporting identity exploration.*

*Contributed findings on narrative identity, belonging, and digital experience design for marginalized communities.*

### Bachelor of Fine Arts, Communication Design

Texas State University

## WORKSHOPS, PRESENTATIONS & TALKS

**All Things UX, Frost and Friends**, 2022 - Panel Member
Panel for new user experience graduates at UTSA

**T-Shaped Designers & Service Design**, 2021 - Speaker
Presented to user experience students at UTSA UX Club

**Solving Problems with UX Tactics**, 2019 - Speaker
Presented to members of the user experience industry for SA World Usability Day

**Social media's role in brand building**, 2018 - Speaker
Presented to social media classes at Texas State on the role of social media and brand building for Texas State Housing

**Marketing Matters**, 2016 - Speaker
Presented at the national ACUHO-I Business conference on how to create marketing that was student-centered, creative, and intuitive.

**New Student Orientation**, 2015- 2016 - Speaker
Presented daily to over 1,000 students and parents over a 6-week period in both large-scale and small-scale presentations.

## PHILOSOPHY & TEACHING PRINCIPLES

Powerful experiences sit at the intersection of design and storytelling. It's similar to writing and telling a story; you must have an understanding of the characters, context, scenes, and needs.